

LIFE

ALL ABOUT THE MOON
FACTS, FABLES ON WAY STATION TO SPACE
THE CHRISTMAS MIRACLE BY REMBRANDT



A PREHISTORIC EXPLOSION
THAT MADE A LUNAR LANDMARK

REG. U. S. PAT. OFF.

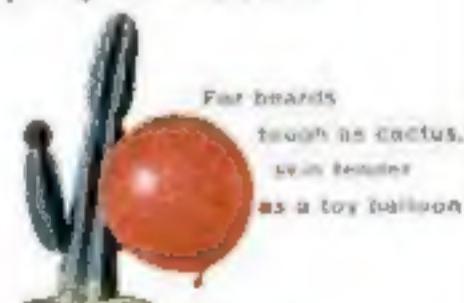
DECEMBER 15, 1958 25 CENTS



The best reason
to give him
the new Schick
comes after the shave

He'll love you for the things new Schick Powershave says about him. That he's an up-to-date kind of man—a man who cares about the way he looks. You'll love him because he is that kind of man. Looks good—feels smooth. Always clean shaven and nice to snuggle up to.

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WITH SUPERACTION EDGE • NEWEST IDEA IN SHAVING

Merry Christmas colors: Glacier White ◊ Royal Black • Desert Tan • Forest Green •

Newest idea in shaving! . . . Built-in Superaction Edge. Another Schick exclusive. Look for the new blue cap. Buy now! Most stores offer 14-day FREE home trial that starts Christmas Day.



Inspiration! Also in Auto/Home model. At home or on the go, he's only a cord's length away from a perfect shave.



IT'S A PROUD FATHER WHO GETS A 60-SECOND POLAROID LAND CAMERA FOR CHRISTMAS. WHAT A GIFT! FROM \$72.75 OR \$1.50 A WEEK.

This One



7ECX-L2E-CK20

LET'S NOT FORGET PENCIL AND BRUSH

The picture story was perfected before there were cameras. Modern photographers can well envy Hogarth, who not only drew a superb portrait of the low life of his times but provided penetrating satirical comment too. And, at the highest level, they should certainly envy the artists of the Renaissance who gave us the inspiring picture story of the Bible.



A NUN AS A HEROINE

The picture magazine isn't so new, either. The editors of LIFE are beholden to the old *Harper's Weekly*, which showed what could be done with pictures in journalism. *Harper's* pictures were all drawn, sometimes on the spot, sometimes copied from photographs. Now engravings can be made of photographs, which give the reader a sense of participation in an event—LIFE is dedicated to the camera. But there are times when present skills must bow to those of long ago.

For instance, in our essay on the moon (pp. 89-97) Chesley Bonestell crosses thousands of miles



FICTIONAL MOON MAN

and years to show what the moon looked like long before man. In a different way Boris Artzybasheff paints never-seen vistas by showing the moon as it might look today if inhabited by all the strange denizens which authors have ascribed to it.

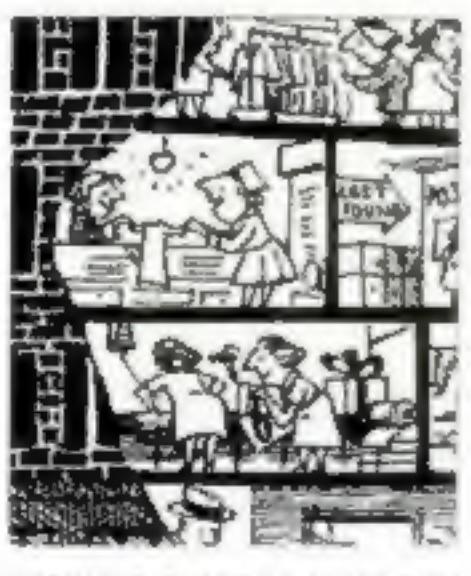
The magic of visualization lets artists re-create terrible events which they could not have survived. Franklin McMahon was not on hand when flames ravaged a Chicago school last week. But for our story of the fire (pp. 17-25) he can enter the classroom and reconstruct what went on.

Some things are so complicated that they are hard to visualize as an entity. For our story on modern retailing Michael Ramus figuratively tears down the 25-story brick wall of a big department store and makes the complexity behind it neat and amusing (pp. 33-38).

And in this issue of LIFE, one which owes more to *Harper's Weekly* than most, we are privileged to present the work of a master, Rembrandt van Rijn, in the greatest story ever told.



REMBRANDT'S HOLY FAMILY



INSIDE BIG STORE'S STORIES

COVER

In a re-creation by Chesley Bonestell of what scientists think happened on the moon four billion years ago, a flood of fiery lava spews upward after a tiny planet, the size of a 100-mile mountain, has torn a hole in the moon's outer shell (see pp. 89-97)

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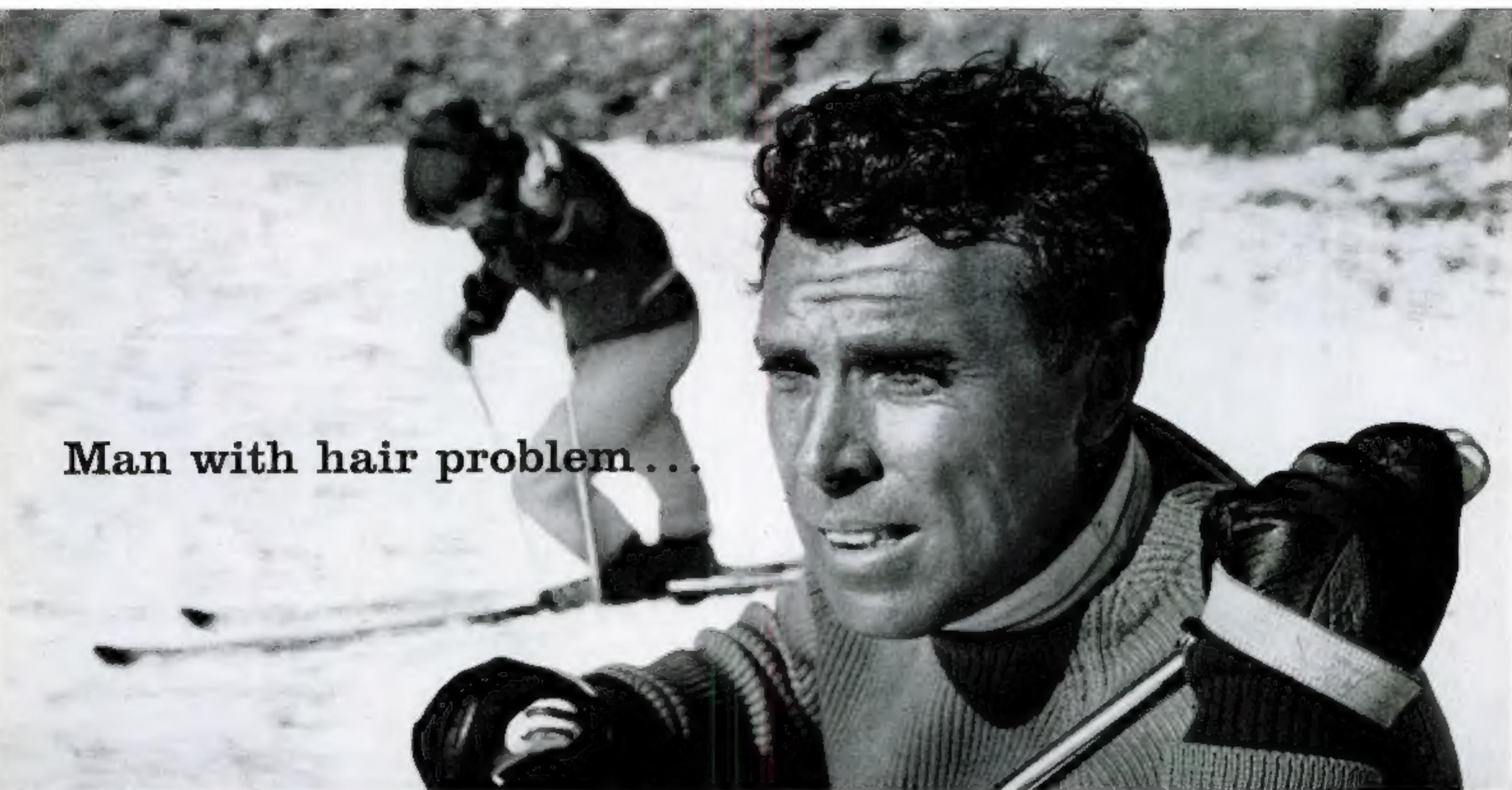
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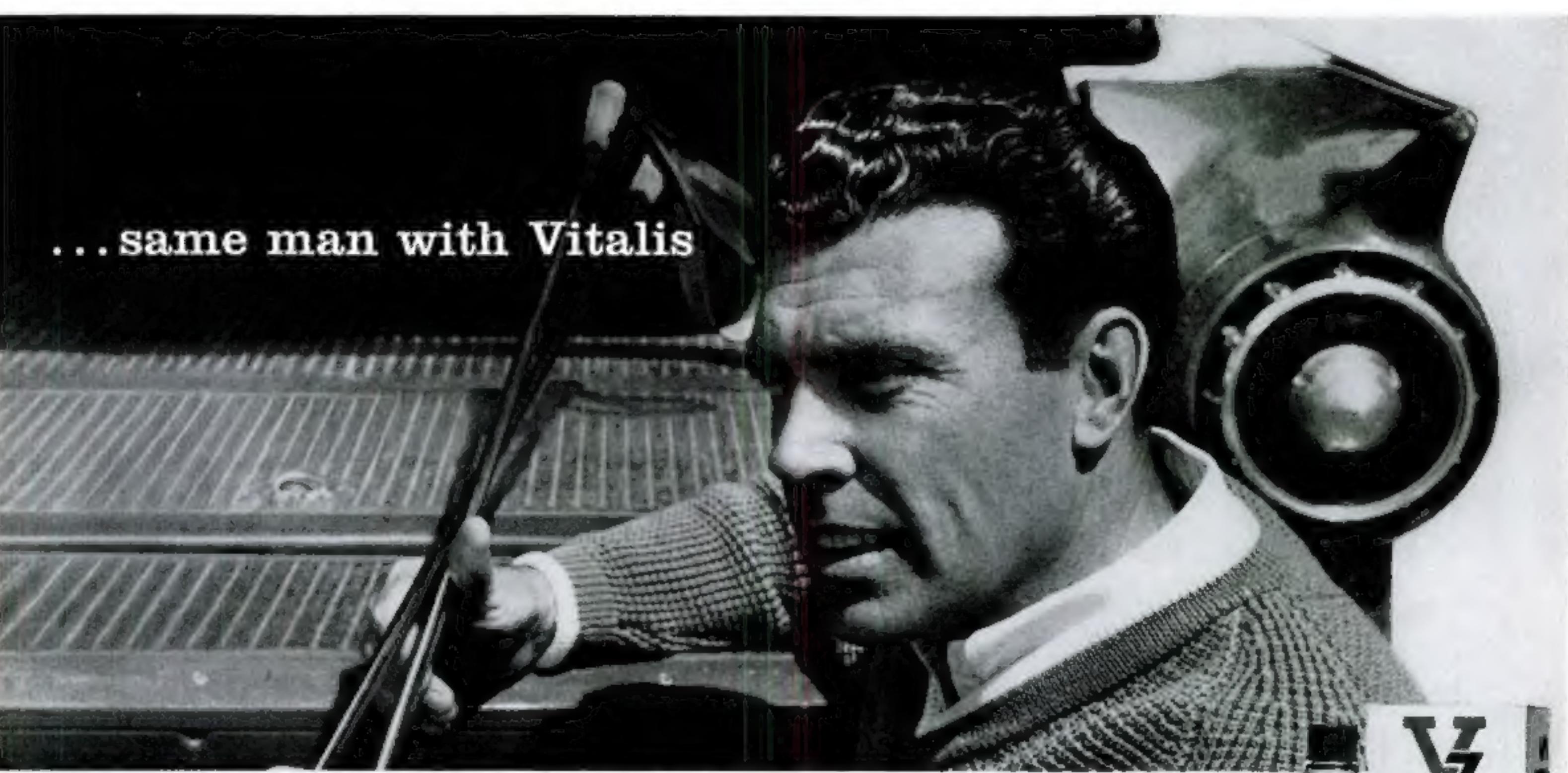
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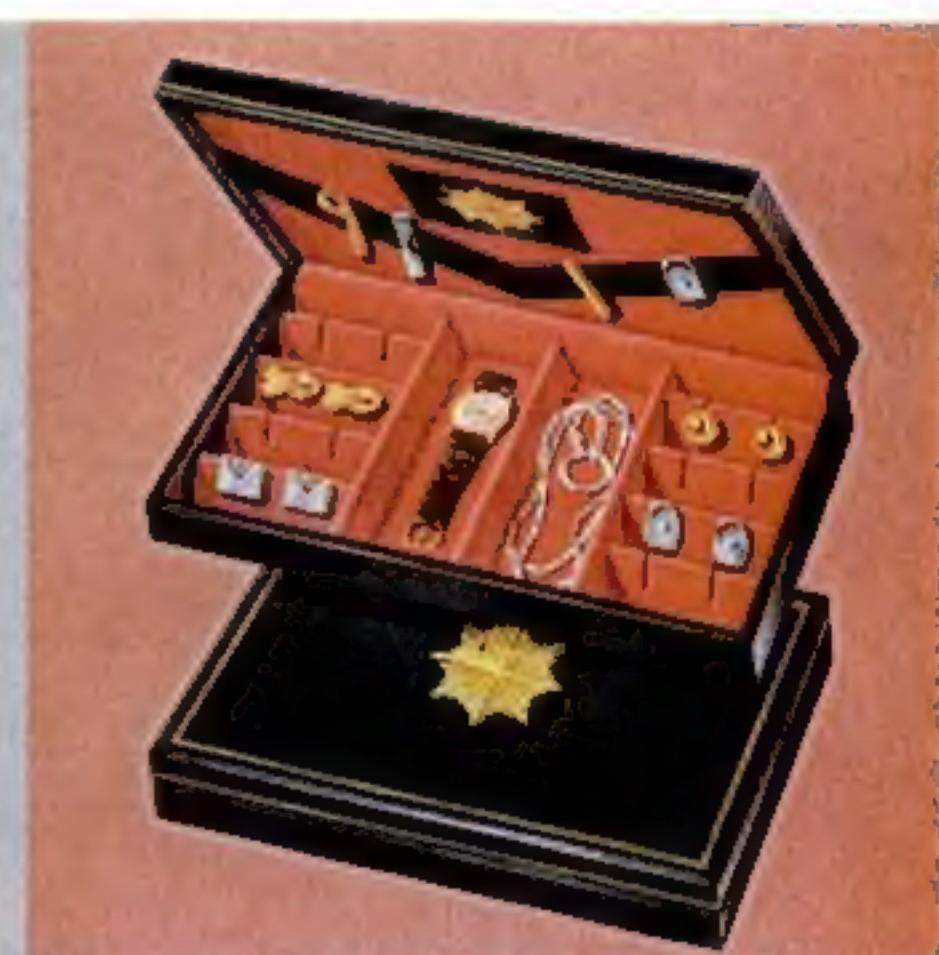
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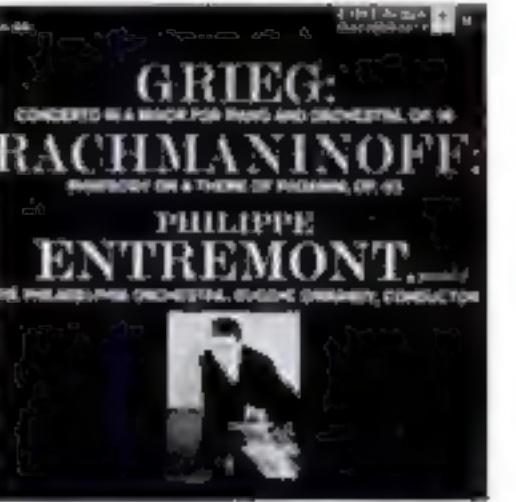
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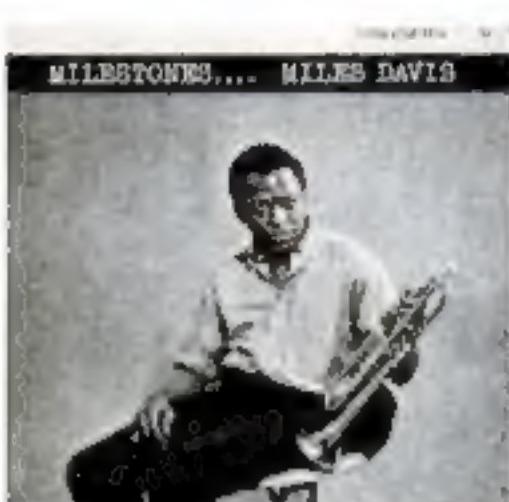
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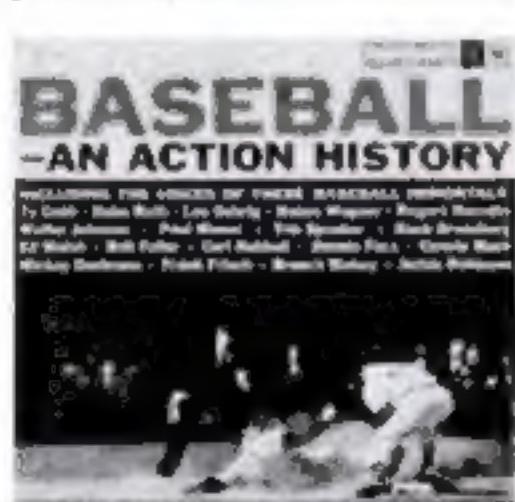
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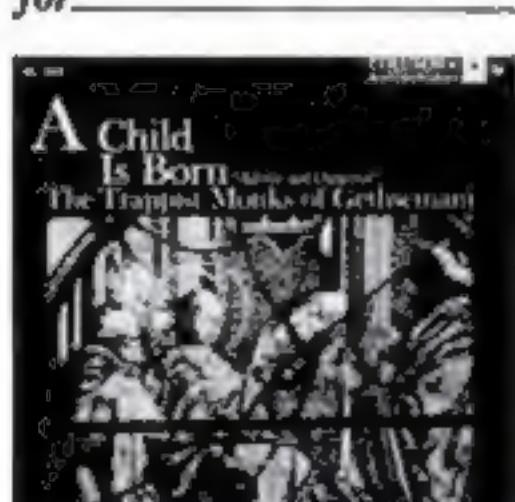
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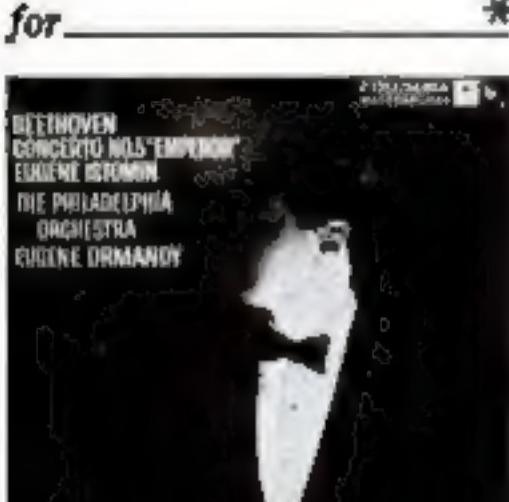
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A PHOTO FLIP-FLOP

Most photographs are taken to be viewed as the camera saw them. But Photographer Richard Hewett discovered he had taken a headless picture that was much better to look at bottom up. With arms and legs waving weirdly, his subjects resembled a herd of strange sea creatures doing frolicsome headstands in shallow water. When turned over (right), the picture showed the be-headed bodies of swimmers in balletlike attitudes.



The reversible photograph resulted from an afternoon spent taking pictures through the sub-surface window at the City College pool in Long Beach, Calif. The swimmers without heads to stand on are members of the Orange Coast and Riverside junior college water polo teams. And like all good water polo players they were smart enough to keep their heads above water, which also kept them out of sight of Hewett's camera.



LETTERS TO THE EDITORS

MODIGLIANI

Sirs:

Your story, "Modigliani" (LIFE, Nov. 24), filled me with disgust and indignation.

How do you explain such trips to an impressionable teenager who looks forward to your magazine each week? Surely LIFE can find more interesting and worthwhile material to fill its pages.

MRS. MILLARD A. LLOYD

Bloomington, Ill.

Sirs:

Whoever said those lewd naked women were beautiful needs his head examined.

MAUD STEWARD

Twining, Mich.

Sirs:

My first reaction when I turned to those pages of so-called "art" by Amedeo Modigliani was to destroy them at once before the innocent eyes of my five children fell upon such filth when they picked up the supposedly "family magazine."

M. D. BORK

Huron, Ohio

Sirs:

Please understand that those of us in this business of teaching and guiding youth are not prudes and are not easily shocked. Life is life, but we wonder why you go out of your way to glamorize in the minds of our young people the bad taste of those of other generations?

I hope your great magazine will continue the many fine things it has done.

DR. JOSEPH LINK JR.

Xavier University
Cincinnati, Ohio

Sirs:

I will not cancel my subscription. I am not that narrow, yet! But nothing prevents me from ripping the dirt from the pages of your magazine before such "art" inspires my children.

MRS. C. W. ANKERBERG

St. Petersburg, Fla.

Sirs:

I feel this type of art has its place in life, and can best be viewed in the art gallery by mature people having some understanding of life.

JOSEPH F. SWEENEY

Arlington, Mass.

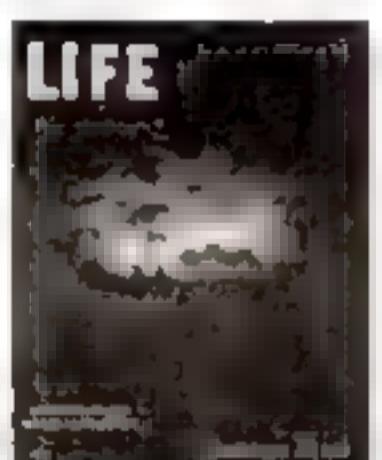
Sirs:

Your article on Modigliani was certainly a definitive one not only for its sensitive and informative nature but for its magnificent color reproductions as well. His unique position in the art world has been grossly neglected but such fine articles as yours should certainly alleviate this unfortunate situation.

MICHAEL NEVIN

Denver, Colo.

LIFE 540 N Michigan Avenue, Chicago 11, Illinois



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Sirs:

Bravo for your article on Modigliani.

For years I have been saving your beautifully illustrated articles on painting and I now have a sumptuous collection. Thanks for the happiness you have brought me in this way.

WILFRED B. FEICA

Worcester, Mass.

Sirs:

Did you notice the resemblance between Modigliani's 1918 painting of his mistress Jeanne, and their daughter's photograph taken many years later? Even the slight forward tilt of the heads is the same.

EDWARD S. GILLESPIE

Chicago, Ill.



MODIGLIANI'S MISTRESS (LEFT) AND DAUGHTER

CLOSE-UP

Sirs:

I was delighted to see the story on Eileen Farrell ("Unpretentious Prima Donna," LIFE, Nov. 24). It is this reader's opinion that the other "Medea" making the rounds these days could learn a thing or three about dignity from this superb artist.

FERDINAND HILT

New York, N.Y.

THE HOPE DIAMOND

Sirs:

If Harry Winston mailed the Hope diamond ("By Registered Mail: the Hope Diamond," LIFE, Nov. 24) at the post office where I work I'd charge him \$152.75 registration fee plus postage. How come he gets by in New York with \$145.29 for both fee and postage?

ARNOLD N. NELESSEN

Suring, Wis.

Sirs:

We would have charged \$152.80 plus the postage.

WALTER BALCH

Scotia Post Office
Scotia, N.Y.

Sirs:

As a post office employee I was interested in this story, and upon referring to the Postal Manual I find that the fee for registration alone would amount to \$151.85.

NESSON E. TEMPLET

Gretna, La.

Mr. Templet is correct. The clerk in New York was flustered and transposed the figures \$154.29 to \$145.29. The figure breaks down to \$151.85 registry fee, \$2 on the first \$1,000 and 15¢ a thousand on the remaining \$999,000, plus \$2.44 postage. The post office has since collected the difference.—ED.

MISSIONARIES LIVE WITH AUCAS

Sirs:

May we express our appreciation for your tremendous article on Betty Elliot and Rachel Saint ("Missionaries Live with Aucas," LIFE, Nov. 24).

As we prepare for missionary work, we feel challenged by your article and moved to greater prayer for the efforts of these who have obeyed Jesus' command to "Go ye into all the world and preach the gospel."

ROBERT AND ELAINE ERICK

Azusa, Calif.

Sirs:

What kind of a woman is Betty Elliot? In one respect she is a remarkable person, but what kind of a mother is she to think so little of her 3½-year-old

daughter's life, to take her into the jungle to live with such a savage people? The missionary does wonderful work but is it true religion perhaps to sacrifice your own daughter on such a mission?

MRS. CALVIN LAFRENCE
Rock Island, Ill.

A LOOK AT THE WORLD'S WEEK

Sirs:

Your picture of School Superintendent Blossom (A Look at the World's Week, LIFE, Nov. 24) losing his job after trying to bring about gradual integration in Little Rock is another reminder of the price of martyrdom that is paid by those who work for justice against the forces of bigotry, selfishness and general evil.

A. J. GESING

Manistee, Mich.

THE GREAT UNDERWATER ADVENTURE

Sirs:

I was interested in "The Great Underwater Adventure" (LIFE, Nov. 24) but disappointed that you did not show any pictures of the *Omar Babun*.

DAVID BOLAND

Clinton, S.C.

Here is a photograph of the ship the morning after she went aground. The picture shows men on the beach preparing to bring crew members to shore by breeches buoy.—ED.



"OMAR BABUN" AGROUND OFF CAROLINA COAST

EVERYBODY IS DISHONEST

Sirs:

You were a bit unjust in your criticism of the little "white lie" about Santa Claus in "Everybody Is Dishonest" (LIFE, Nov. 24). The child's life is based to a great extent on imagination, and Santa Claus is probably the highest point in his or her little world.

MICHAEL F. DRUMMEY

Cambridge, Mass.

LIFE'S PICTURE COOK BOOK

Sirs:

In the recipe for pumpkin pie in LIFE's Picture Cook Book the directions say to cook it at 425° for 10 minutes. I made the pie twice according to instructions printed in LIFE's Jan. 3, 1955 issue, which said to cook it for 40 minutes. I am afraid to try it for 10. What is the answer?

ELEANOR EBhardt

New York, N.Y.

A typographical error. It should, of course, be 40 minutes.—ED.

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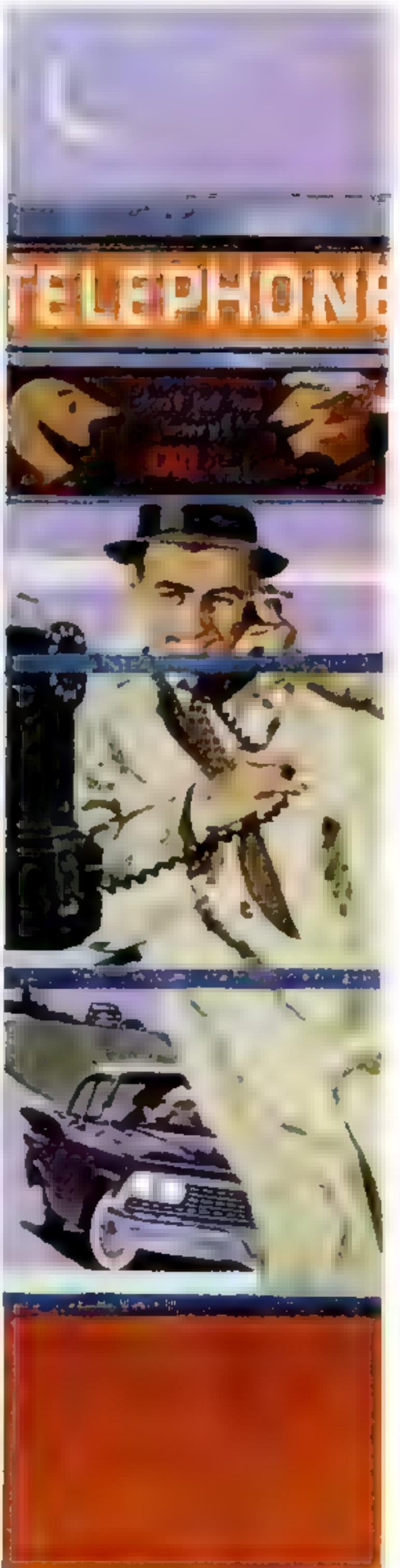
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LIFE

Vol. 45, No. 24 Oct. 15, 1958



HIS FACE TWISTED IN GRIEF, FIREMAN RICHARD SCHEIDT, HIMSELF THE FATHER OF FOUR, CARRIES THE BODY OF A CHILD FROM THE STILL-BURNING RUINS

CHICAGO SCHOOL FIRE TAKES 91 LIVES ANGUISH THE NATION SHARES

As it was for anguished firemen at the scene, so it was for other parents miles or continents away. When they learned of the ghastly toll a fire had taken at a Chicago parochial school, they could first feel a vast, shattering relief at having been spared—and then deeply felt compassion for those who had not been. From the universal shock at the tragedy came swift and needed action. Appalled officials in Chicago and

many other U.S. cities began rigid inspections of all their schools, to forestall further disasters. But for 54 girls, 34 boys and three nuns of Our Lady of the Angels school on West Iowa Street in Chicago, it was too late.

On that awful afternoon last week, it had been almost time for school to let out. In a second-floor classroom, the fifth grade was standing to recite the Act of Contrition with

which each day ended. Suddenly a searing column of fire and clouds of choking black smoke roared from the basement of the half-century-old, wooden-stairied school. Moving more swiftly than a man can run, it burst up the stairwell and along a second-floor corridor.

Trapped in their rooms, students clawed toward the windows. A few jumped out or were pushed. But many got no farther (*next pages*).



PANIC IN ROOM 208 takes place as heavy smoke reaches a seventh-grade history class. Three boys in

foreground have already suffocated from the blast of hot air which preceded the flames. At windows,

where some 20 bodies were found, children fight for a breath of air and a chance to jump. Sister Mary

AT HEIGHT OF FIRE, SMOKE POURS FROM THE SCHOOL'S ROOF. NEWER WING AT RIGHT DID NOT BURN



SCENES OF PANIC,

The fire had raced up a rear stairway, pushing a thick wave of scorching air and smoke ahead of it, and the school fire bell had not yet rung, for no one knew of the danger. In a fifth-grade geography class on the second floor the sister said, "It's getting warm. Why don't some of you boys open the windows?" Then she asked another boy to open the hall door as well, and the hot cloud of smoke, fanned by the fire, poured through the opening.

As the fire spread from room to room on the second floor, it brought scenes of both panic and heroism. Some are reconstructed on these pages by LIFE Artist Franklin McMahon. In a few classrooms where the smoke was not so deadly, the teachers were able to maintain discipline and lead their charges to safety. But in most rooms the frightened children dashed



Canice, shown at right trying to help a frightened girl, was one of three nuns who perished in the fire

ACTS OF BRAVERY

blindly for the windows, screaming and shouting and gasping for air.

Some of the children jumped without hesitation to the ground, 25 feet below them. Others drew back in horror when they saw their classmates land and lie there motionless. When the firemen got to the scene, just two minutes after the first alarm was sounded, they found 30 children already on the ground, many of them crumpled up with broken legs and arms. Others were dead. The firemen worked fast, but they did not have time to get all of the remaining children out before they burned or suffocated. None of the children who were saved would soon forget the dreadful moments they lived through. "I stood there in the window," said a 12-year-old boy later, "and all I could think of was how I would look dead."



CALM ESCAPE for her pupils is led by a nun who told them to crawl along floor to avoid smoke, then

guided them across hall to stairway. There she rolled her frightened charges down the steps to safety.

SCHOOL FIRE





WATCHING IN HORROR as bodies are carried from the school, a mother is steadied by other spectators. The Red Cross worker is making list of the missing.



FORBIDDEN TO CRY because tears would hurt injured eye, Stanley Burda, with wife Ann, fights to keep them back as he learns daughter Beverly was killed.

IN THE AFTERMATH OF RUIN, HORROR AND ANXIOUS PRAYER

In agonized confusion parents began a search for the missing that led them first, hopefully, to nearby homes, to seven hospitals; then, fatefully, to the morgue (*below*). Numbly they asked themselves a gnawing question: how could so ghastly a fire have happened?

The prime answer lay in the problem bedeviling so many of the nation's schools, both public and private: lack of money. At Our Lady of the Angels, some 1,200 students were crowded in an old and largely wooden structure. The parish had been unable to revamp the building to provide safety features now mandatory in new buildings, including

enclosed stairwells, and fire-resistant stairs and interior surfaces. And in a building that was hazardous to begin with, fire officials found tragic evidence of dangerous practices. The basement where the fire started was crowded with barrels of refuse and stacks of newspapers, some dating back nearly two months. The best guess is that an older student, sneaking a forbidden cigarette, tossed it among the refuse. Even so the fire might have been contained in the basement, but there were no fire doors to seal off the second-floor corridor. The stairwell (*opposite page*) and the corridor thus became a huge chimney that carried flame and death.



GUTTED STAIRWELL, seen from the second floor on the night of the tragedy, reveals the fire's fury. Spectators watch from a courtyard alongside school.

PRAYING AT THE MORGUE as they await news, relatives of missing children, joined by a nurse, recite the rosary with Father Lawrence Biskner (*top left*).

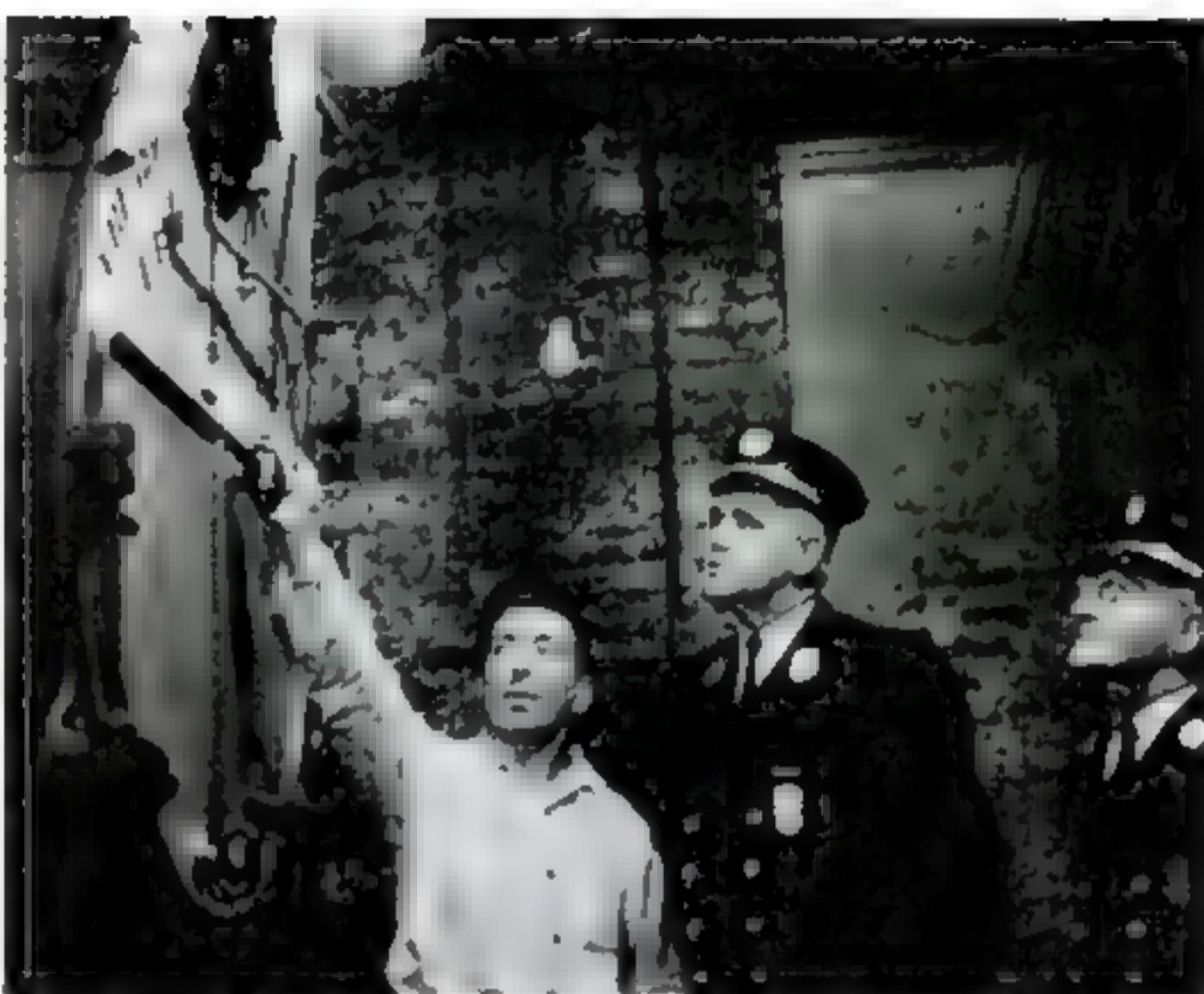
SCHOOL FIRE CONTINUE



NEW YORK Fire Commissioner Edward Cavanagh Jr. leaves Public School 11 after leading fire chiefs on tour of inspection. After Chicago fire he closed 10 New York City schools for violations of fire laws—including locked fire escapes, faulty wiring, piles of rubbish. Cavanagh threatened to close every school in the city unless the violations were corrected within a week.

KANSAS CITY At Huntcliff Public School → children watch as firemen raise rescue ladder to make sure it would reach window in event of fire. Fire department made similar tests at schools throughout the city. After Chicago fire, the school board voted to spend \$400,000 to provide fireproof stairwells for three schools, even though they are old and will soon be torn down.





BOSTON In Winehell elementary school, Custodian Edward McDonnell (left) shows the school's 50-year-old boilers to fire department inspectors who decided they were safe. Most of the violations in Boston turned out to be easily correctable and none of the city's schools had to be closed.

A NATION'S HASTE TO LEARN FROM A CITY'S SAD LESSON

It took a disaster to do it, but last week the nation woke up to the fact that similar school tragedies could have occurred almost anywhere. Dispatched on an urgent search for fire hazards, firemen gave some schools a clean bill of health and turned up some glaring examples of carelessness. Some of New York City's 1,300 schools were piling empty milk cartons, which are covered with wax, in their hot furnace rooms. The city ordered them to stop. Los Angeles found a parochial school which was cramming 75 students into a classroom built for 21 and which had failed to provide an outside fire escape. The school was given a week to correct the violations or be closed. In Boston inspectors discovered doors which opened the wrong way and heavy iron screens over windows which would have blocked the children's escape in the event of a fire. And in Chicago, where the whole thing started, the president of the school board admitted that there were so many hazards it would be impossible to eliminate them all without a lot more money than he had on hand to spend.



LOS ANGELES With list of fire hazards in hand, Fireman Lee Garcia visits sixth grade classroom of Commonwealth Avenue elementary school as principal, Mrs. Sarita Blaser, watches. He made thorough inspection of school, including fireproofing of draperies, but found no violations.



CRITICALLY BURNED. Susan Smaldone, 9, who was in second floor room, is tended by a sister. Of 400 children injured in fire, 12 are in danger of dying.

SCHOOL FIRE CONTINUED



CRYING FROM PAIN. Vito Mihali, 12, suffered burns on his face and arms and broken left leg, probably as a result of jumping from second floor window.

THE SURVIVORS AND THE MOURNERS

The deep compassion of friends and strangers poured forth both for families who mourned their dead and for the injured. There were over 100 of the latter among the 1,100 who escaped the school alive. Some were critically burned. To help them, blood donors turned out in such numbers that the blood banks were briefly unable to accommodate them all. Money

rolled in—\$200,000 before the week was out.

Even as the fire claimed its 91st victim, Chicago was burying its young dead. In the biggest single funeral, held in an armory, pontifical requiem Mass was sung over 27 students. Their grieving teachers (*opposite page*) joined in the ancient prayer: "May their souls . . . through the mercy of God, rest in peace."



AT MASS FUNERAL for 27 children, held in a Chicago armory, 7,000 people stand during Mass.

IN FAREWELL PRAYER nuns lend a cathedral atmosphere to funeral service in Chicago armory.





ON THE MEND from major burns, Franco Gabbe, 10, assembles model airplane in his hospital bed. He jumped out of school window but broke no bones.



SMILING BRAVELY despite a fractured right ankle, Joann McDonald, 12, deserved her band in hospital. "I just closed my eyes," she said, "and piped."



A LOOK AT THE WORLD'S WEEK



WITCHING WATCH BY AN AFRICAN DAM

In Southern Rhodesia, above the Zambezi river, African workers burn a superstitious fire as the last gaps were closed in the \$220 million Kariba dam. Though they had worked three years to help build the castellated hydroelectric dam, they still feared that actually stopping the

flow would anger the Zambezi's mythical serpent guardian. But now they had real serpents to fear. As the waters rose to form a lake four times bigger than Hoover Dam's, they drove upward the valley's wild life, including hordes of mambas, cobra, puff adders and pythons.



CAPITOL SURGERY

In Washington the facade where presidents are inaugurated was being ripped to pieces, and cranes were busy dismantling the pillared front of the capitol. At a cost of \$17 million the building was being renovated and part of it moved 32¹/₂ feet to provide more space inside.





↓ A BOY WITH NICELY NAMED SISTERS

When the wife of Ngo-Dinh-Luyen, Vietnamese ambassador to London, presented him with a baby boy he was so overjoyed that he lined up the rest of his family and introduced them to the infant. The reason: Ngo's wife had already presented him with 10 girls. Every one

of them had been given a beautiful name. From left to right the girls are: Plum Bud, 16; Harmonious Music, 14; Gracious Clouds, 13; Pure Diamond, 11; Jade Orchid, 10; Plum Flower, 7; Plum Branch, 5; Lark of the Clouds, 4; Radiant Dawn, 1, and Golden Orchid, 2.



STORM ABOUT STATUE

In Britain, David McFall's statue of Sir Winston Churchill stirred a storm. It had been commissioned by the people of Woodford, Sir Winston's constituency. When citizens got a peek, they declared it looked like a "gorilla." But an official delegation approved the statue.



MIGHTY PRETTY CLASP

When President Eisenhower arrived back in Washington from his vacation in Augusta, Ga., on a cold night last week, a very pretty miss was clutching his hand. She was his granddaughter Mary Jean, almost 3, who had spent part of the vacation down south with the President.

THE BERLIN OPPORTUNITY

WESTERN DIPLOMACY SHOULD NOT DELAY IN PRESSING FOR A LARGER SETTLEMENT

It is wrong for us to let Communist initiatives bewitch us into staring toward Moscow, expectantly waiting to see what pops out of the Kremlin basket. I think we should take some action ourselves. This applies not only to the Berliners and the [West German Republic] but above all to the three Western powers in Berlin.

Mayor Willy Brandt of West Berlin

By his threat to put Berlin at the mercy of the Communist regime surrounding it, Khrushchev has permanently upset the *status quo* in Central Europe, and with it U.S. policy there. As long as West Berlin shone like a free beacon behind the Iron Curtain, attracting refugees and creating unrest, there was much to be said for this *status quo* from the Western standpoint. But there was nothing to be said for our having no alternate policy. Now the time has come to consider alternatives other than to let Berlin become "a concentration camp on the instalment plan" (see p. 49) or to fight for it.

Last week on this page we proposed the first step in a diplomatic counteroffensive against Khrushchev: that the capital of West Germany be moved at once from Bonn to West Berlin, where it belongs. Not only would such a move re-emphasize the West's announced determination to hold Berlin; it would also stop the economic hemorrhage (capital flight, etc.) which Khrushchev's mere threat has started in that beleaguered city.

But as Mayor Brandt has also said, "there is no isolated solution of the Berlin question." The West cannot even discuss it without raising larger issues, such as Germany as a whole—issues whose resolution must pierce or relocate the Iron Curtain. Berlin was and is the West's most vulnerable and exposed position in Europe. To strengthen that position we must ourselves proceed against Communism's vulnerable points.

None is more vulnerable than the European satellite situation. This has been amply demonstrated by the revolts in East Germany, Poland and, above all, Hungary in the last few years. Communism has been a political and economic fiasco in Eastern Europe, a fiasco which has been a neglected opportunity for the West.

The Communist governments of the satellites keep power with two major weapons against their peoples: 1) the presence or proximity of the Soviet Red army, 2) the fear of a resurgent German imperialism, which not long ago controlled them all. This latter fear is partly whipped up by the Communists, but partly understandable. It may even be shared by Khrushchev himself. If the West could weaken or remove either or both of these intimidating Communist weapons, it would score a great political victory on behalf of the peoples of Eastern Europe, all of whom want more freedom and more contact with the West.

How then do we punch these holes in the Iron Curtain? Khrushchev says he will wait six months for an answer to his Berlin note; but the West, whose foreign ministers have a NATO meeting in Paris this weekend, will need agreement on a counterplan long before then and should not wait for the next crisis. The following plan is proposed to illustrate the possibilities—to show that the West has room for diplomatic maneuver in Europe without endangering its own security. The ingredients of this plan are not new and are subject to modification, but they make up a sample package of a kind the U.S. should be prepared to proffer, a plan that would arouse hope in Eastern Europe and that Moscow might find difficult to reject.

1) Reunification Khrushchev seems to want a permanent division of Germany. "You keep your Germany and we'll keep ours," he has said. But although both Adenauer and Dulles have tacitly connived at this division, it is in the long run un-

natural, unjust and dangerous. Already Western apologists are heard (Nye Bevan, Walter Lippmann) for the spurious Communist version of German unity called "confederation," which would keep the Communist regime intact and deny a free vote to the East German people. To avoid such a surrender, the West must put new steam behind its own reunification plan, which calls for a U.N. supervised free election throughout Germany as the first step to a peace treaty with a new all-German government. This old and correct position can be made freshly negotiable by coupling it (as spokesmen of both parties did in the British parliament debate last week) with a disarmament proposal.

2) Disarmament The West has invested a lot of time in disarmament negotiations, not all of it wasted. We are bound to devote a lot more, since the control of modern arms is an urgent task of any revitalized system of world law. Among the many proposals for regional experiments in controlled and inspected disarmament—by Eden, by Stassen, by Gaitskell and others—the one offered by the foreign minister of Poland, Adam Rapacki, has already received Khrushchev's approval in principle. The area which Rapacki would disarm, first of nuclear and then of other specified weapons, is the two Germanies, Poland and Czechoslovakia. If the enforcement were rigorous, there must be some variant of this plan—the addition of Hungary, for example—which could be embraced by the West without undue risk.

3) Boundaries In negotiating this important element in a peace treaty with a reunited Germany, the West could start by accepting the existing Oder-Neisse frontier between East Germany and Poland. There are virtually no Germans left east of this line. If the Poles accept certain Western rectifications, such as the return of Stettin to Germany, we would have more reason to demand that the Russians return the Polish cities of Wilno and Lwow. The Western acceptance of the Oder-Neisse boundary would have enormous repercussions in Eastern Europe. At present Moscow can pretend in Warsaw to be its only guarantor. If the West also underwrites it, Poland would feel free of neurotic border apprehensions for the first time in centuries—in itself a major "liberation" of the kind we should seek.

In making any such proposals one opens the door to arguments of a kind the *status quo* has long muffled. Is there any real point in trying to negotiate with Communists? Aren't all such proposals—especially the Soviet-endorsed Rapacki plan—mere invitations into a Soviet trap? Don't they weaken or alarm our staunch ally Adenauer? If the answer to all such questions were a quick no or yes, it might be better to ride out the crisis with a firm hand and a closed mind. But it isn't.

In the foregoing package, the most debatable feature is the change it implies for NATO, from which a reunified Germany might well choose to resign. But it need not imply any weakening of Germany's close nonmilitary links with the West, still less the break-up of NATO—even if NATO strategy and bases might have to be rearranged. Certainly it does not imply U.S. withdrawal from Europe. Indeed the word "disengagement," though freely used for such proposals, misrepresents the probable consequences for the West. For in a partially disarmed Europe, whose Eastern members would be free to resume their old Western contacts, U.S. political commitments would expand from Berlin to the borders of Russia itself.

As for the Russians, such a plan would serve Russian security, sanely considered. For this reason, even if the Russians reject or sabotage it, the sane parts of the world should applaud it. Details aside, they would certainly applaud a fresh and serious U.S. initiative in the effort to change an increasingly dangerous *status quo*.

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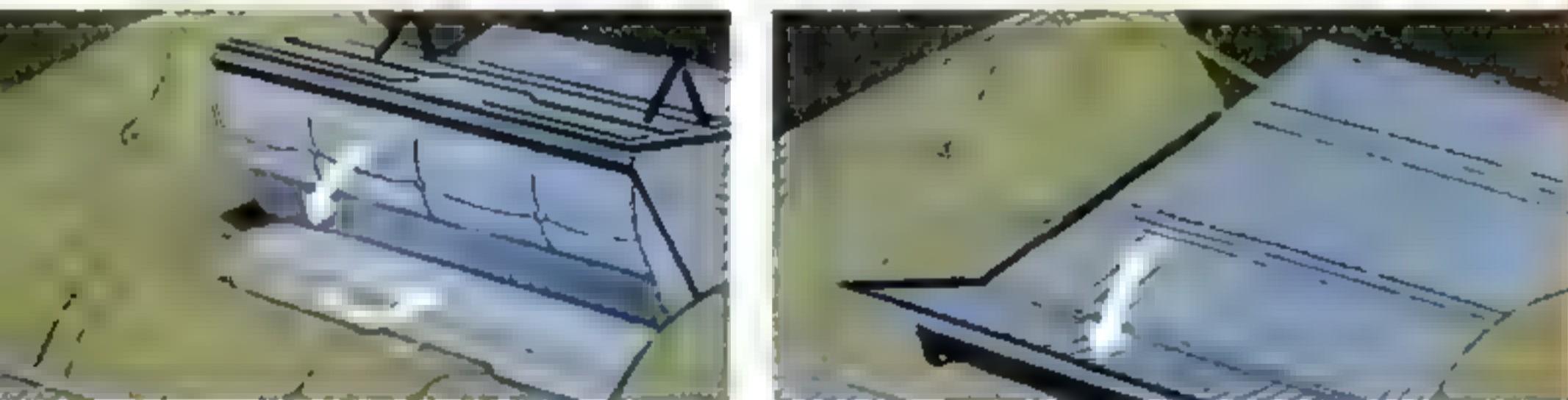
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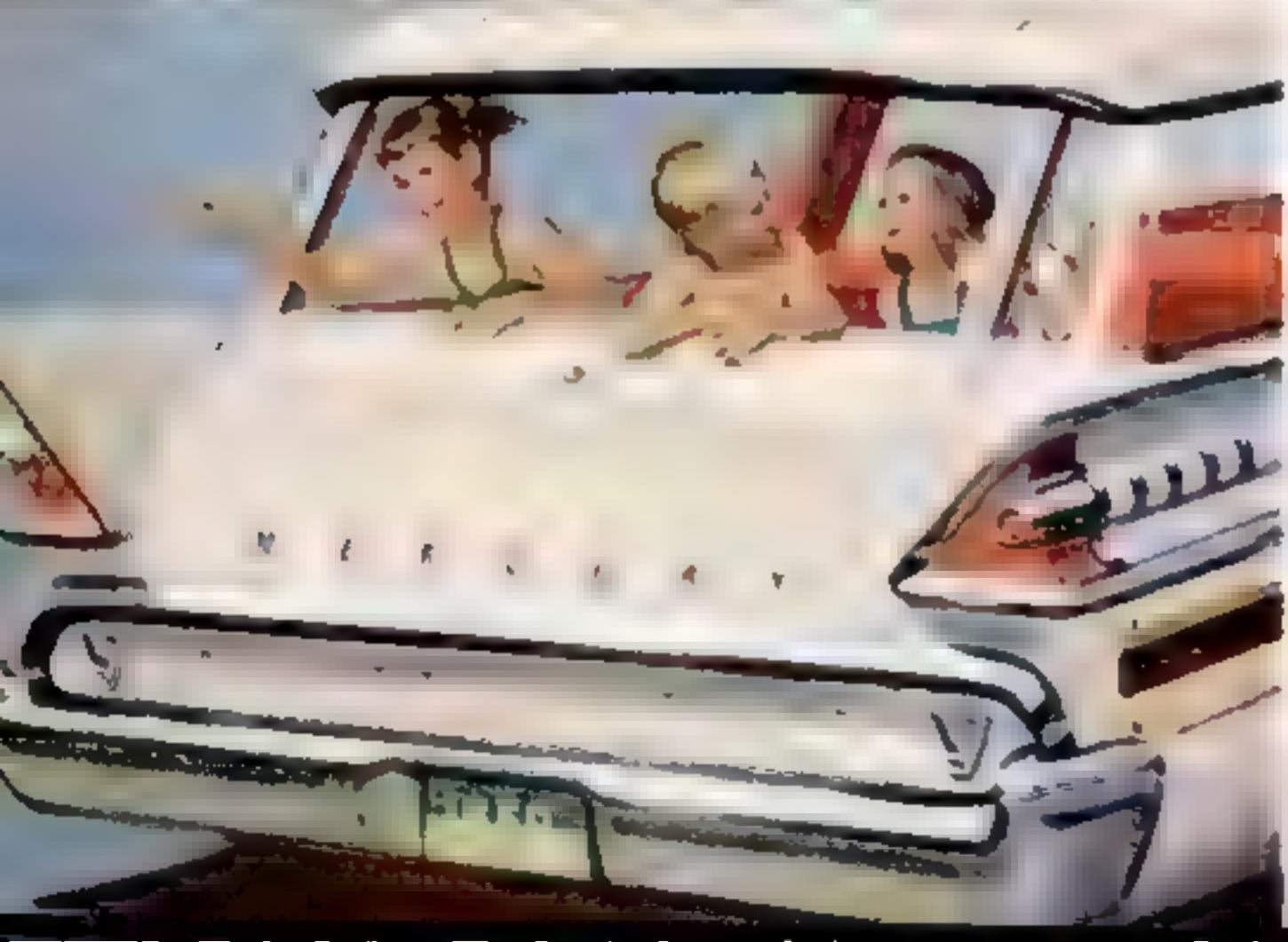
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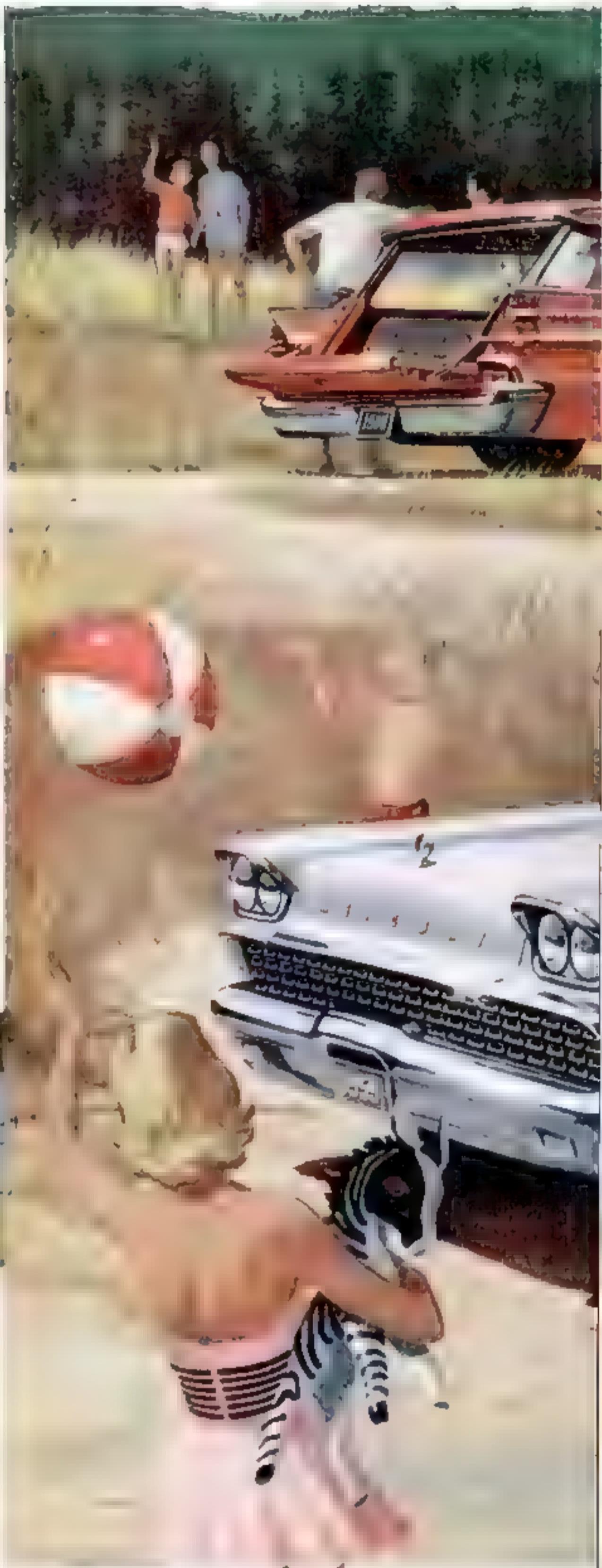


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Inside is the traditional Christmas time favorite—

mellow, bright Four Roses. *A full quart of perfection at regular quart price.* Extra good news

Four Roses prices have been reduced just in time to fit your Christmas budget. So why not give a pair—a matching set of Four Roses decanters?



Four Roses
Bourbon
Scotch
Gin



DOWNTOWN CHICAGO'S BRAND-NEW LURE FOR SHOPPERS, BRILLIANT NEW STATE STREET LIGHTING, DRAWS CROWDS WHICH STREAM HAPPILY PAST THE STORES

A BIG COME-ON FOR THE U.S. CUSTOMER

Holiday shopping season shows off a sweeping change in the selling stratagems of the stores

Charging ever faster toward another Christmas, U.S. shoppers are finding that many of the nation's stores have so greatly redesigned their selling methods that the old Latin warning of "*caveat emptor*" (let the buyer beware) seems to have been replaced by a new merchandising motto of "*quidam emptor*" (let the buyer rejoice). Everywhere the sellers are trying to respond to the more casual, more do-it-yourself, more decentralized way that Americans live. By this means, the country's retailers expect not only to increase 1958 Christmas sales 1% over last year but to keep the U.S. annual retail volume perenially zooming upward. It has already soared from \$169 billion to over \$200 billion in the last five years.

Traditional downtown shopping areas, countering competition from gleaming suburban centers and discount houses, are shining up their faces. Chicago's State Street (above) has installed new lights which make it 700 times brighter than full moonlight. Department stores are creating special wonderlands for that influential new crop of customers, the children (*next pages*), and are expanding service to highly fancy proportions. Meanwhile retailing executives wax analytical (p. 38) about that indispensable ingredient for a merchandiser's merry Christmas, the consumer. They all want to earn the accolade (and the consequent patronage) that one Middle-Western woman bestowed: "This store understands me."

BIG COME-ON CONTINUED



IN TOTS' SHOP at J.C. Penney's in Detroit, Lee Nan Bam, 6, tries on oversized golf trousers as a Christmas present.



TESTING APRON over coat, Lee Nan Bam fits on Sales Supervisor Suzanne Revold before deciding to buy it.

TRYING TIE for father, Lee Nan Bam's happy. But he finally decided on necktie—assorted checker set for him →





IN CHILDREN'S EMPORIUM, the "Merry-Go-Christmas" shop at Hudson's, flock of young customers eagerly examine

the tempting merchandise. Shop keeps everything on low, open shelves kids can reach; takes change on purchases.

CHILDREN ONLY IN THE 'MERRY-GO-CHRISTMAS' SHOP

While many stores try to make shopping more pleasant for everybody, a few go out of their way to make it a lark for the youngsters. The "Merry-Go-Christmas" shop in Detroit's J. L. Hudson Company department store starts right out appealing to kids by being off bounds to parents. It enhances the youngsters' feeling of being in their own world by such devices as miniature desks where they can write out gift cards. Teenage

shopping counselors are on hand, although only the grown-up clerks may complete cash transactions. Everything in the shop can be bought from a modest piggy-bank; most items cost between 30¢ and \$3.

Hudson's expects 30,000 kids to leave their savings in the shop before Christmas. And it hopes to get the kids used to finding their way around the giant store whose myriad activities are shown on the next pages.



BAR FOR KIDS serves milk and crackers, also keeps small fry occupied until the parents have finished their shopping.

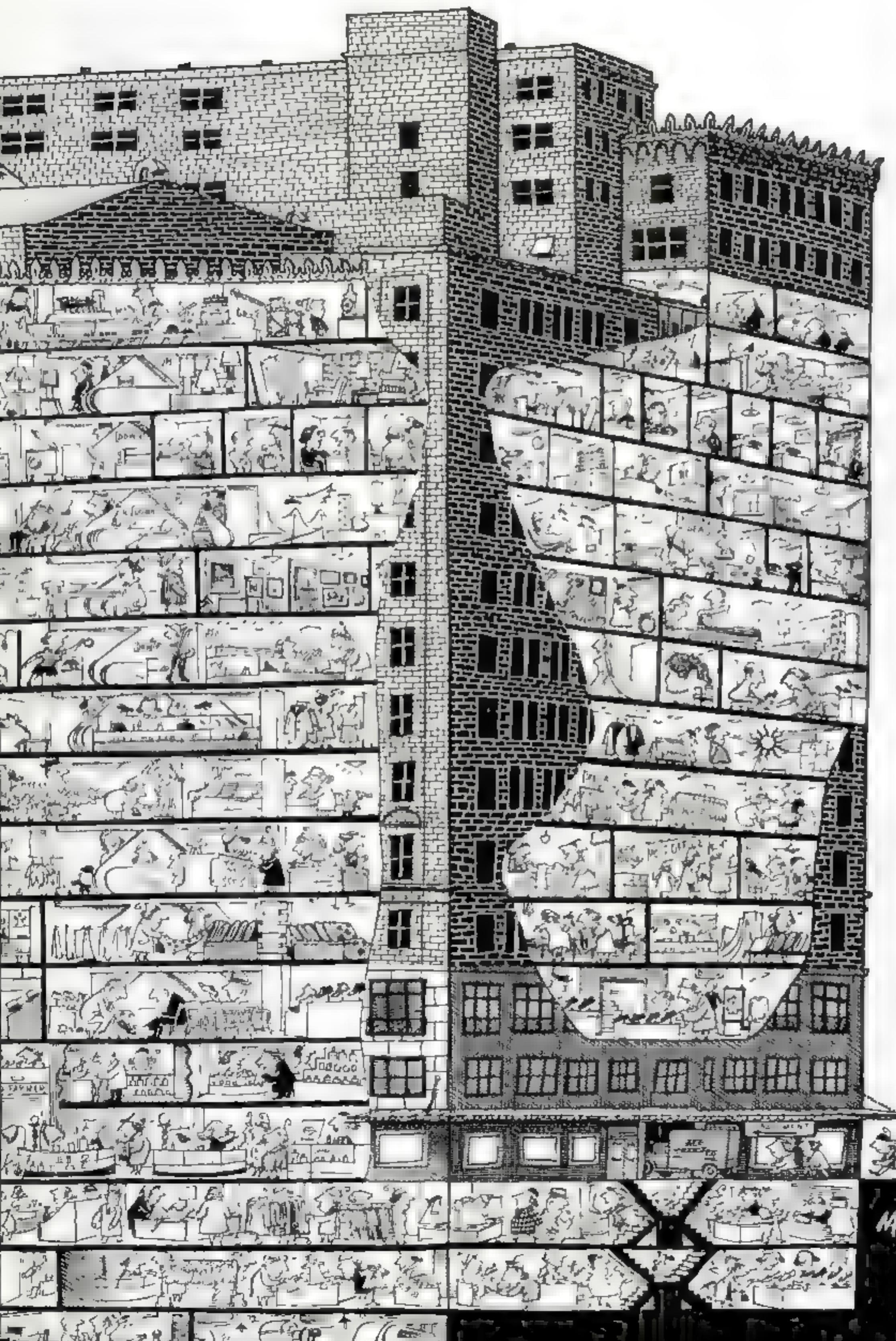


BAR TO PARENTS, curtains keep the adults out. Girl has emerged to give mother change left from shopping foray.

BIG COME-ON CONTINUED



A WORLD OF WARES AND VARIED SERVICES BEHIND WALLS OF GIANT DEPARTMENT STORE



Big modern department stores offer a fantastic selection of goods and services, and J. L. Hudson Co. in Detroit, which rivals Macy's in sales, is a fascinating example. Here on 25 stories and 19 acres of shop floor Detroiters can examine over 500,000 commodities and buy anything from jeweled dog collars to baby bumble bees preserved in soya sauce and sugar.

Cutaway at left reveals the innards of this friendly, enterprising colossus. Top floors provide storage space and working quarters for display artists and laundry staff. The other floors are numbered at left. 20 This is occupied partly by a telephone switchboard bigger than GM's, where 228 operators take 25,000 calls a day—politely in four languages. 19 Advertising copywriters and artists conceive big friendly ad campaigns here while workmen (*farther right*) frame pictures for art gallery. 18 Girls audit day's sales and keep 400,000 charge accounts straight. 18 and 17 A two-story section is devoted to cold storage for 50,000 furs (in summer). 17 and 16 At back right are workrooms for 42 carpenters and 11 painters who remodel store unobtrusively weekends and nights. 15 Sales displays are put together and manikins dressed.

14 The first customers' floor, this contains beauty salon where shoppers relax. 13 Pianos, TV sets, record shop and a dining room for Hudson executives (*far right*). 12 This includes IBM machines to be used in store's accounting, class on selling bicycles, office for CARE packages, a parcel wrapping room and huge toy department. 11 Here are executive offices and lamp shop. 10 Here housewares are sold—everything plain and fancy, from platters to bars to kitchen sinks. 9 Furniture is displayed in careful left-to-right progression from traditional to ultramodern. 8 More furniture, carpets, home decorator's shop, an art gallery and a car just to look at, not buy. 7 and 6 These are for women's clothes; costly ones at left, less expensive things farther right. 5 Clothes for juniors and misses (customer is her own judge of whether she is a miss). 4 Children's wear and post office. Merry-Go-Christmas shop shown on pp. 34, 35 but not in drawing is on this floor. 3 Fabrics and specialties. 2 Camerac travel agency, men's wear, a college shop and boys' shoes.

1 and M Main floor and mezzanine house specialty and accessory counters: suitcases, greeting cards, clocks, eyeglasses, ties, typewriters, umbrellas, costume jewelry, cosmetics, and a drugstore selling everything from penicillin to camomile tea. 1B and 2B This is the basement economy store owned by Hudson's but run separately from main store and the main store's biggest competitor in Michigan. 3B and 4B On first of these two maintenance floors cleaning squads are taught their work and central cashiers make change via pneumatic tube. In bottommost level are package conveyor belt, furnace and boiler rooms.

CONTINUED

TOP U.S. RETAIL EXECUTIVES' RECIPES FOR PLEASING CUSTOMERS



MACY'S: Arthur L. Manchini favors splashy public shows to push sales. "When over two million people look at our fireworks, or our Thanksgiving parade, their appreciation makes them want to see Macy's."



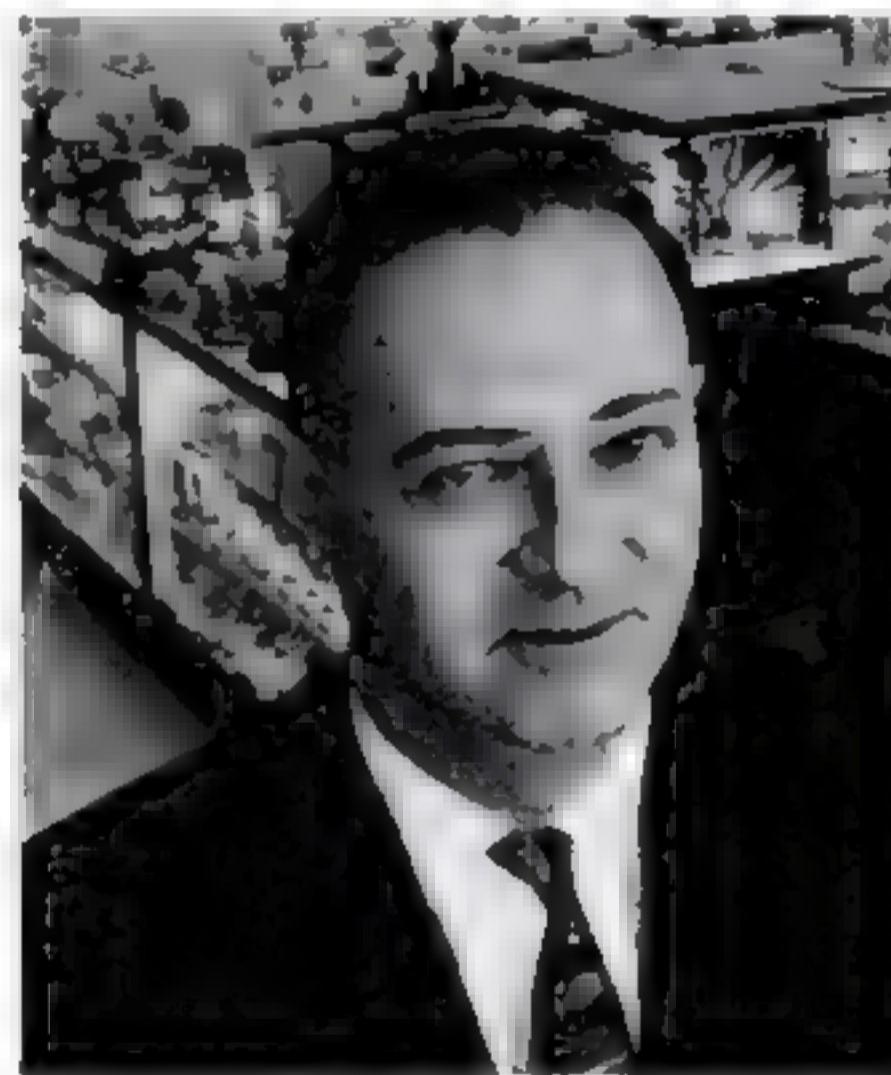
GIMBEL'S: Bernard F. Gimbel believes in commercial benefits of promoting his city, New York. "If you get 100,000 more people into the city in any one week, you're bound to get a share of their spending."



JORDAN MARSH: Edward R. Milton boosts Boston store's high-fashion Designer Shop. "This is not a big profit-maker but it gives a certain tone to the store. It's a fine background for other merchandise."



FILENE'S: Harold D. Hodkinson plugs the bargain basement for which Boston store is famous. Goods in Filene's basement are automatically reduced the longer they stay unsold, are given away after 30 days.



HECHT'S: Harry N. Hirshberg of Washington, D.C. emphasizes "open selling" from counters which encourage customers to handle goods. Hecht's newest store has interior design that puts shoppers at ease.



MARSHALL FIELD: James L. Palmer runs organization that helped pioneer department stores' move to suburbs. "We try to create a beautiful, charming and exciting place for our customers," Palmer says.



NEIMAN-MARCUS: Stanley Marcus of the lavish Texas stores regularly lectures his staff on giving service, declares, "We try to impress on all our people that service is half profession, half religion."



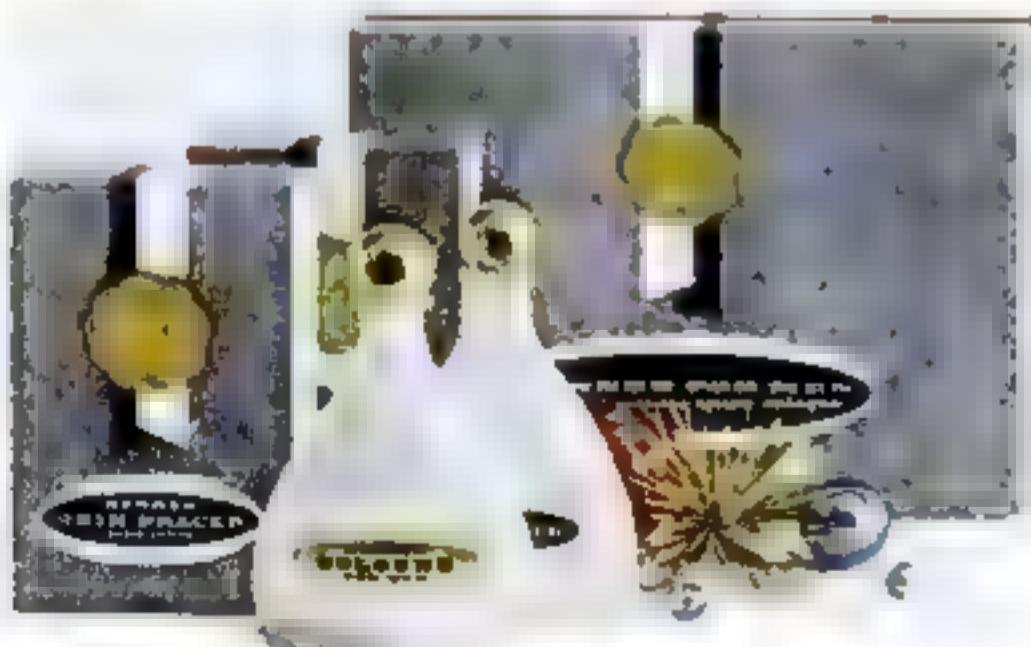
BULLOCK'S: Walter W. Candy Jr., president of a firm with five California stores, is strong for "unitization," under which store units group items related in use and price that appeal to one type of buyer.



MEIER & FRANK: Aaron M. Frank of Portland, Ore. believes in making shoppers happy. His toy department has miniature trains to ride and Frank insists operators blow whistle often to thrill children.



Gold Crest Toiletries



Gilt-baked Gold Crest Decanters—
each, \$1.50; set of both, \$9.00. Plus tax.

Surprise package of the season! Famous Mennen Skin Bracer* and new Mennen Body Cologne now gift packed in white opal glass decanters, with golden ball tops. Handsome decanters that sit proudly under the tree, or on his dresser. And the toiletries inside say "Merry Christmas" in any man's language. They're his brand... all man... all Mennen!
If he's a man, he wants Mennen!

all new...all man...all Mennen



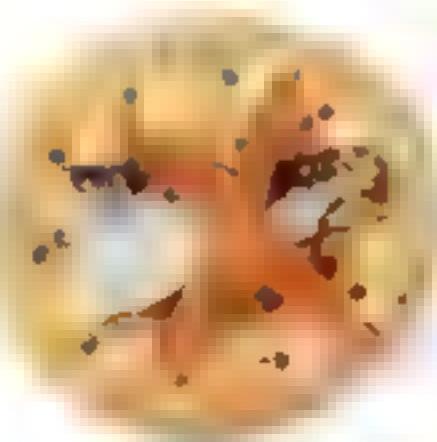
canapes from cans 10 ways to make



Just open a can of deviled ham! Mash w/ chopped egg and grated onion. Made for potato flavored Choppers... the crisp, ch p-shaped cracker.



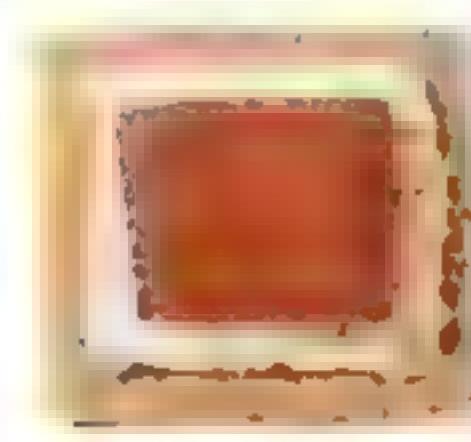
Just open a can of tiny sardines! Set half a sardine on a zesty, zippy-tasting Rye Thin for a great taste treat. Cross w/ bright red pimento strips.



Just open a can of black caviar! Sprinkle lightly with lemon juice. Fleck w/ grated egg yolk... and then spread on snappy, n ppy Triangle Thins.



Just open a can of cranberry jelly! Thin, thin whole-wheat Wheat Thins set the shape for a canape of cream cheese topped with cranberry jelly.



Just open a can of grated Parmesan! Mix w/ cream cheese, sour cream, grated onion, parsley. A d.p. for crisp, lightly salted Veri-Thin Pretzels.





NATIONAL BISCUIT COMPANY®

parties fun with nabisco snacks



CHICKEN

Just open a can of boned chicken! Mix with mayonnaise, curry powder, green pepper. Spread on wheaty-flavored, shredded-textured Triscuit Wafers.



SALMON

Just open a can of salmon! Mash with lemon juice, sour cream, paprika. Serve on crisp Ritz Crackers (new Stack Pack keeps 'em everlastingly crisp!).



COCKTAIL FRANKS

Just open a can of cocktail franks! Split 'em. Heat 'em. Fill 'em with tangy, Cheddar-flavored Chesse Tid Bit Crackers. Top with mustard.



SHRIMP

Just open a can of small party shrimp! Nestle each shrimp in a mound of chili sauce atop a crisp Ritz Cheese Cracker with that Cheddary-good flavor.



Just open a can of pitted black olives! Stuff with cream cheese, sour cream, mixed. Level bottom, spoon with salsa—just right Veri-Thin Pretzel Sticks.



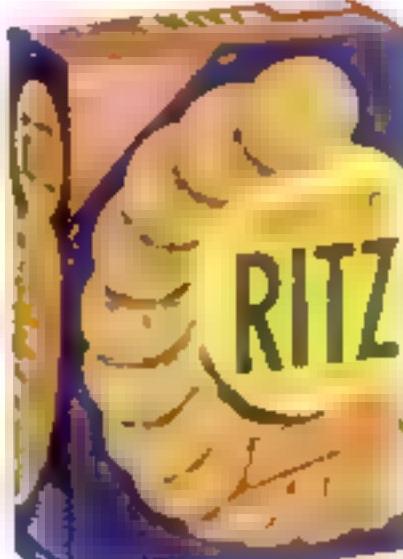
triscuit



RITZ



cheese tid bit



RITZ



Veri-Thin PRETZEL STICKS

Wonderful Gifts by Westclox

Give a Westclox...it says "Merry Christmas"...
every minute, every hour...all through the year!

Only a few shopping days left! But there's still time to select wonderful gifts by Westclox, at stores all over town! Handsome watches with \$65 features...for under \$20! Some as low as \$6.95! Beautiful new clocks of latest design...electric and keywound. Some as low as \$3.50! Wonderful gifts! Wonderful values by Westclox, makers of Big Ben, world's most popular timepiece.



Rosalind Russell
star of
"Wonderful Town"
the big Westclox
TV Spectacular

**WESTCLOX
WATCHLARM,**
new "Time Signal" alarm can be set for personal reminder any minute of any hour! Shock resistant; unbreakable mainspring, luminous, \$16.95.

**SCEPTER
WATERPROOF***, new waterproof*. Small, durable and dustproof*. Unbreakable mainspring; shock resistant, luminous, \$10.95.

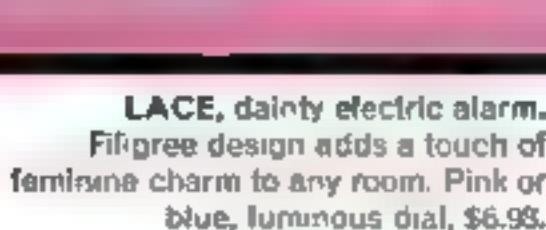
SHADOW THIN WATERPROOF*, new ultra slim style waterproof*. Handsome and rugged. Dustproof* shock resistant; unbreakable mainspring only \$12.95.

WESTCLOX AUTOMATIC, self-winding, new style, with expensive watch features; waterproof*, dustproof*, shock resistant; unbreakable mainspring. And only \$17.95.

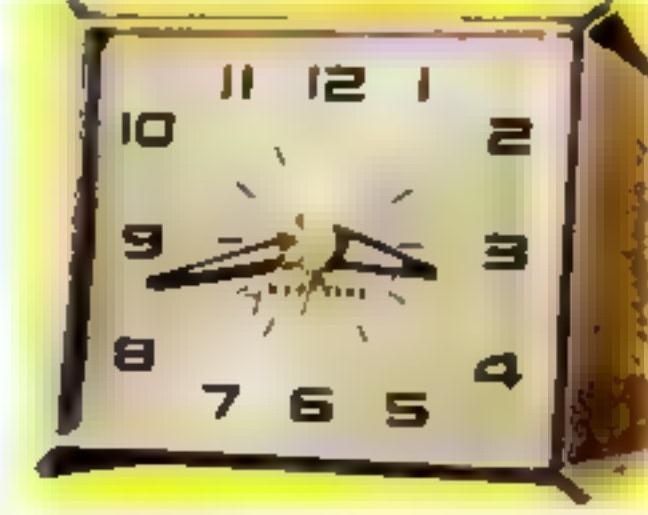
TRAVALARM, favorite travel alarm clock. Non-breakable case, unique sliding shutter front, easel back. Shatter-proof crystal, luminous. Black or Ivory, \$7.95.

PENTHOUSE, new design in solid walnut case; brass feet, keywound, luminous dial, bell alarm, \$7.95.

FRILL, highly decorative, electric wall clock. Newly styled in black wrought iron finish. A 12" beauty, \$8.95.



LACE, dainty electric alarm. Filigree design adds a touch of feminine charm to any room. Pink or blue, luminous dial, \$6.95.



ANDOVER, new electric alarm. Sculptured design with rich, embossed metal. Back or driftwood plastic; luminous, \$7.95.

*Stays waterproof and dustproof provided original seal is replaced if opened for service.

Prices do not include tax.

DEPENDABLE as the day is long
WESTCLOX
GOLDEN ANNIVERSARY
OF BIG BEN

DIVISION OF GENERAL TIME CORP., LEBANON, ILL., ATHENS, GA., PETERBOROUGH, ONT.



POLITICAL DEATH MARCH for French deputies who opposed De Gaulle was Paris' demonstration last May 28 during crisis that ended Fourth Republic. Every man in the front row is a politician now out of office. Of the nine marked "X" who campaigned, all were defeated, six of them by U.N.R. candidates. Two

men marked with triangles foresaw defeat and did not run. The losers from left: Radical Paul Anissonaz; Communist Gérard Deprat; Radicals Pierre de Filiée, Léon Hovanian, Pierre Mendès-France, Charles Hernot, Edouard Daladier; Roger Chatelain, and Claude Leclercq. Some deputies are wearing sashes of color.

AN OLD GUARD GETS THE AX

New men sweep French election

The stupendous facelifting of a dingy old political scene accomplished by French voters last week is summed up by these two pictures. When the votes were taken, most of the old deputies—396 out of 511—were out of office, and this included dozens of important politicians. Among them were Mendès-France, Daladier, four other former premiers—just about everybody who had fought General de Gaulle's return to power. The new "ins" (right) were men who had for years fought the old *système*, and six months ago conspired to overthrow it.

In the shuffle the big victim was the French left. With only 10 of its 142 deputies re-elected, the Communists were broken as a parliamentary power. Socialists, split over support of De Gaulle, lost more than half their seats.

The big Gaullist vote swept to power a new party called *Union pour la Nouvelle République*. Headed by Jacques Soustelle, the U.N.R. included rightists, army men, liberals and political amateurs. Now, with 188 seats, the biggest parliamentary percentage in 10 years, it will have a say when De Gaulle chooses a new premier after he becomes president Dec. 21.

The left is howling that France voted for reaction. But the U.N.R. won because it managed to look like the main support of De Gaulle, who refused to endorse any party. In this election—as they did in the recent referendum, Frenchmen went right on voting for their general.



VICTORY PARTY leaders gather around U.N.R. chief Jacques Soustelle (with glasses, center), who was main instigator of crises which brought De Gaulle's return. Michel Debré (next right to Sou-

steller) helped write new French constitution. Political newcomer Léon Delhumeau (left foreground) did advance work in Algeria for May 15 revolt. Woman is Marie Fourcade, who has campaigned for De Gaulle.



give a holiday party that's a holiday  for you...

Bartending's a breeze...being a good host is easy...when you serve Heublein Cocktails! Give your guests their choice of 10 favorites. Each mixed to perfection—ready to serve. Just stir with ice and hand around. Or pour on-the-rocks right from the Heublein bottle. No work. No waste. And no mistakes! Make it Heublein's for the holidays!

you've got it made with
HEUBLEIN COCKTAILS



GIFT-WRAPPED COCKTAIL PARTY
Wonderful gift! New, better-than-ever Heublein Cocktails, in gay Gift Boxes. All ready to serve as soon as they're unwrapped! MANHATTANS—65 proof. VODKA MARTINIS—70 proof. EXTRA DRY MARTINIS—70 proof. DAIQUIRIS—60 proof. OLD FASHIONEDS—70 proof. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

Tall Tales Told about Tiny Folk

One thing little folk want for Christmas entertainment is even littler folk. This year they are getting them aplenty—a lovely girl three inches high plotting with a genie in a lamp, a tiny boy pursuing villains who rob the treasury. With color, music and a big wide screen, Columbia is offering *The 7th Voyage of Sinbad* while M-G-M is presenting *tom thumb*.

In *Sinbad*, Kerwin Mathews as Sinbad and Kathryn Grant (Mrs. Bing Crosby) as the Princess Parisa, made tiny by magic, are joined by Richard Eyer as the genie who helps them outwit dragon and the Cyclops before finding happiness ever after. In *tom thumb*, a 5 1/2-inch-tall Russ Tamblyn lives in a world of dancing toys and catches Terry-Thomas and Peter Sellers, as funny criminals as ever burgled a castle.



INSIDE MAGIC LAMP in *Sinbad*, the Princess Parisa (Kathryn Grant) asks the genie what to do.

AMONG MAGIC TOYS that dance, Tom Thumb (Russ Tamblyn) as Forest Prince (June Thorburn) watches.



Many of the 50 known health values in a fresh orange are found mostly in the "meat" of the fruit. In fact...



...fresh Sunkist Oranges provide 10 times more of the important bio-flavonoids and protopectins than frozen orange juice.*



And fresh oranges give your family all of the vitamin C.

Eat whole fresh oranges... drink whole fresh orange juice

Sunkist

The Sunkist trade-mark stamped on the fruit is your guarantee of the finest from California-Arizona

* True of all finely-strained processed juices.

TINY FOLK CONTINUED



IN NURSERY PARTY Tom Thumb plays with Puppets—Mynn Director George Pal's remarkable collection of talking, singing and dancing dolls



A HAPPY ENDING comes for Tom when, helping to decorate cake at the Forest Princess's wedding, he kisses doll beside him and she comes to life.



A dramatization of the "Time Proof" Body by Fisher in the 1954 Pontiac Bonneville Vista.

You'll like it longer—

THE "TIME PROOF" BODY BY FISHER

There's so much to like in the "Time Proof" Body by Fisher—so much to keep on liking.

Example: the "Magic-Mirror Finish by Fisher," the exclusive acrylic lacquer finish. Its showroom luster lasts—without waxing or polishing. There are other time-defying features: Living-Room Interiors with rich-looking, contour-molded carpets that conquer wear and tear—Life-Span Build that joins roof, side members and steel foundation into a single

sturdy, silent unit—"inland" upholstery, deep-embossed by a Fisher-developed dielectric process.

The fact is, you get more of everything in a "Time Proof" Body by Fisher. More space, more visibility, more safety, too—thanks to ripple-free Safety Plate glass in every window—front, rear and side. And you get them only in the "GM Five": Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Only the "GM Five" give you the Bonus of BODY BY FISHER



RINSE IT, WIPE IT
AND IT'S "POLISHED!"
Fisher Body's new finish is up to
any color that stays gleaming
bright with just a quick rinse and
the flick of a wrist.



CHEVROLET
PONTIAC
OLDSMOBILE
BUICK
CADILLAC



Merry Christmas
from Candyland
where we make  *Marsettes.*

This centerpiece is as elegant to eat as it is gay to look at. We made it with new Caramel Marsettes, and you can, too. Have some while you put it together: luscious little chocolate cups, with buttery caramel rich inside. And if the guests can't resist eating the centerpiece, be proud; you can't serve a finer candy.

Creamy caramel by the chocolate cup-full
new from Candyland by 

TO MAKE THE TREE. Tape circle of cardboard to base of short-stemmed glass. Put a paper cup on cardboard, build tree around it. Takes 10 to 12 rolls of Marsettes. Use birthday candles. P.S. Marsettes make dandy stocking fillers, too.



Berlin's Embattled Mayor

WE don't want a salami solution for Berlin," Willy Brandt said last week, "losing everything slice by slice." As mayor of West Berlin, Brandt is the spokesman for that surrounded city in the crisis brought on by Russia's threat to turn over its East German responsibilities to the puppet Communist government. To Russia's proposals that Berlin be made a "free city," devoid of Allied troops, Brandt's comment was scornful: "It would make West Berlin a concentration camp on the installment plan."

Cool-headed Willy Brandt, a man of stolid good humor, has been in training for his present job since boyhood. Born Herbert Frahm in 1913, he joined socialist movements and went underground when Hitler rose in 1933. He escaped to Norway as "Willy Brandt" but audaciously returned to Berlin and worked as an agent under the nose of the Gestapo. His mission finished, he returned to Norway, eluded the Nazis in 1940 by posing as a Norwegian war prisoner. He made his way to Sweden, where he was a journalist but continued to work against the Nazis. In 1947, back in Berlin, he rose rapidly in city politics and was elected mayor last year.

Though he is a staunch friend of the West, and particularly the U.S., Brandt today speaks bluntly about the West's stake in his city—often without first bothering to consult his colleagues at Bonn. "Our friends only react," he says. "I sometimes think it's deplorable they don't act. I don't mean arms. That solves nothing. But in the West we tend to dig ourselves into a trench of political warfare. We should think of it as a moving front and carry the fight to the enemy."

BENEATH the "standing bear," heraldic symbol of city of Berlin. Mayor Willy Brandt addresses the West Berlin House of Deputies

*--Let me say to the entire world once again
We Berliners have no weapons
but we have the right to live and to work
and we have good nerves. Presumably our nerves are
going to be somewhat trampled upon. That
will not confuse or dismay us. Berlin
remains the capital of all Germany and the clasp
between two parts of Germany. Free Berlin
belongs to the free world--*



BERLIN'S MAYOR CONTINUED

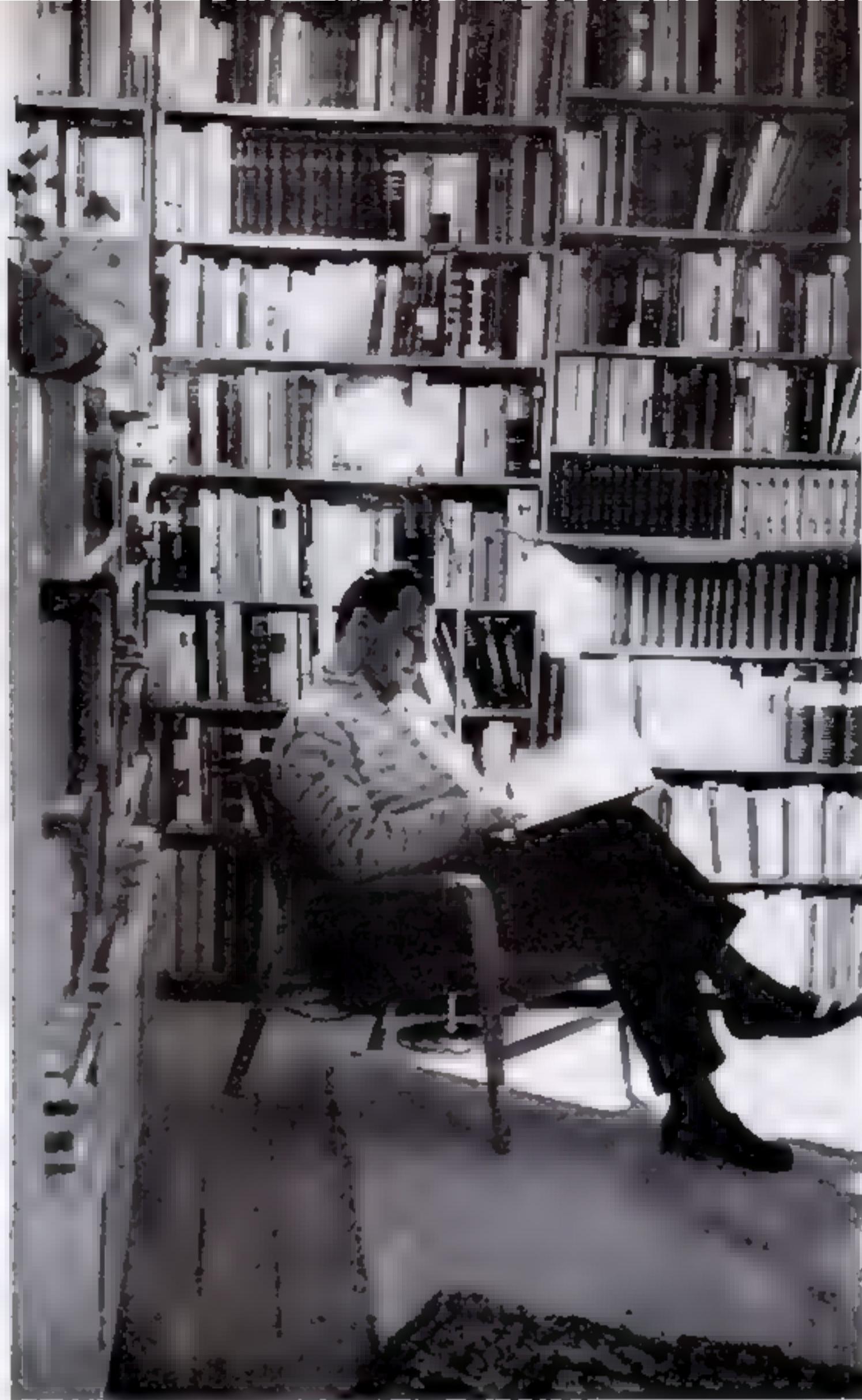


In one of frequent "crisis" press conferences, Brandt, a newspaper journalist himself once, discusses German reunification.

"The traditional urge of Germany to unite should not be underestimated by the West. Otherwise the wrong type of German politician may exploit it for his own purposes."

In an old Norwegian sweater he sits reading in his study, often until 3 a.m. He has written 12 books on current affairs

"Reading is the only relaxation I have time for. We used to go to the theater but there is no time for that now. My wife says I stay up too late but it's the only time I can be alone."



BRANDT CHEERFULLY ATTENDS WEST GERMANY-AUSTRIA SOCCER MATCH WITH WIFE AND SONS. "I USED TO PLAY," HE SAYS, "I WASN'T GOOD"





THE TAREYTON RING
MAKES THE REAL THING!

Tareyton

DUAL FILTER

POPULAR
FILTER
PRICE

King Size

DUAL FILTER

Tareyton

SEASONS
GREETINGS

Tareyton

DUAL FILTER

GIVE THE REAL THING IN MILDNESS...THE REAL THING IN FINE TOBACCO TASTE

THE REASON WHY
THE TAREYTON DUAL FILTER
filters as no single filter can:

1. It combines the efficient filtering action of a pure white outer filter.

2. With the additional filtering action of ACTIVATED CHARCOAL in a unique inner filter. The extraordinary purifying ability of Activated Charcoal is widely known to science. It has been demonstrated that it makes the smoke of a cigarette milder and smoother.



Open up a new world of smoking pleasure for your friends this Christmas!

Give Dual Filter Tareytons in the colorful holiday carton . . . keep plenty on hand for your holiday entertaining. Dual Filter Tareytons deliver America's smoothest, most satisfying smoke . . . every puff, every pack, every day.

NEW DUAL FILTER
Tareyton

Product of The American Tobacco Company

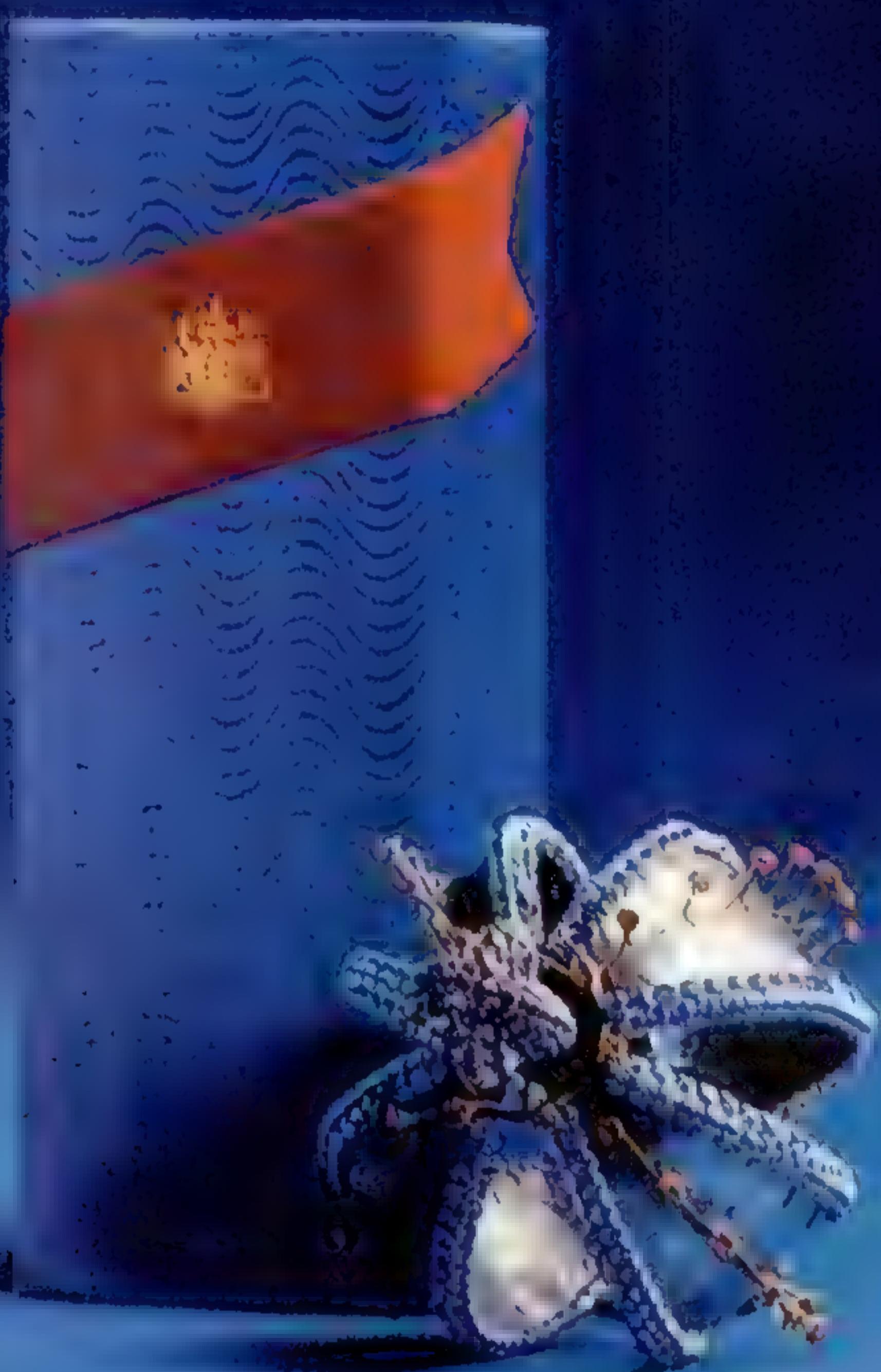
"Tobacco is our middle name" (D.A.T.C.)

THE GIFT WELCOMED AROUND

V.O.



THE WORLD... SEAGRAM'S V.O.



The serene and classic strength of this decanter guards the world's most gifted spirit, rich with tradition and cause for celebration. In regal blue wrap with red *cordon*, it has the distinction befitting Canada's finest whisky.

Also available in the traditional bottle.



A Great and Holy Event as Portrayed by **REMBRANDT**



MUSÉE COMMUNAL, BRUXELLES

The Annunciation
and Adoration

AGOLDEN RADIANCE, an upraised hand, the spellbound look on a peasant's face—with these details Rembrandt van Rijn unfolds the miracle of Christ's birth. To the great Dutch painter, the happening that had taken place centuries before in the Holy Land was as immediate as the experience of his own life in 17th Century Holland. The people who witnessed the coming of Christ were, he felt, much like the humble working people who inhabited his Amsterdam neighborhood, their settings and clothing similar to those of his own household. And the feelings that the Nativity inspired so long ago—feelings of reverence, love, amazement and peace—could be read almost daily in the glances, the gestures and the poses of friends and members, young and old, of his family.

In his paintings and drawings, Rembrandt conveyed his depth of feeling and his warm understanding of man by means of masterful contrasts of light and shadow and unerring strokes of the brush and pen. These qualities are most clearly seen in details from his paintings (*opposite and on the following pages*), which convey the holy events with a power that is profoundly human, yet illumined with a glow that bespeaks the realm of God.

The reverence and mystery attending the birth of Christ are dramatized by these two details of Rembrandt's work. Above, a hovering angel announces to Mary that she will bring forth the Saviour. Opposite, worshipful peasants are warmed by the radiance of the newborn Babe—who is seen in complete painting which is reproduced on next two pages.



Reverent Art of a Tragic Life

Brought up by devout parents, Rembrandt was always a religious man. But Holland, enjoying its greatest era of prosperity, was not in the mood for spiritual matters. To earn his living, Rembrandt had to spend most of his time portraying wealthy burghers. Yet even at the height of his popularity, he found time to paint the subjects that moved him most—the events and personalities of the Bible. When he was not painting, he made countless drawings of religious subjects, sometimes as studies for paintings, often simply for the joy of it.

Then in 1642, tragedy began to envelop his life. His young wife died. His paintings, grown increasingly shadowy, began to lose favor and Rembrandt sank into poverty. Left to himself, he turned to the Bible, focusing not on the external aspects of the age-old themes but on the inner responses of men to the stirring experiences. At his death in 1669 he left more than 800 religious works—paintings, drawings, and etchings—a monumental expression of Rembrandt's own pilgrimage toward God.

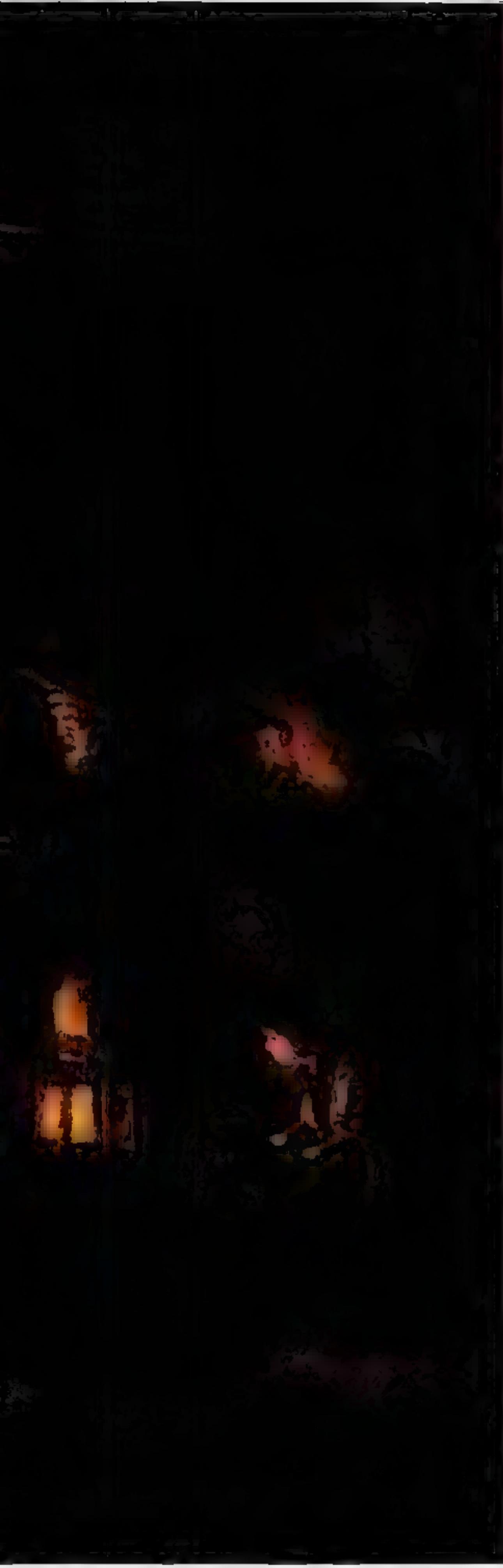


Self-portrait at age of 50

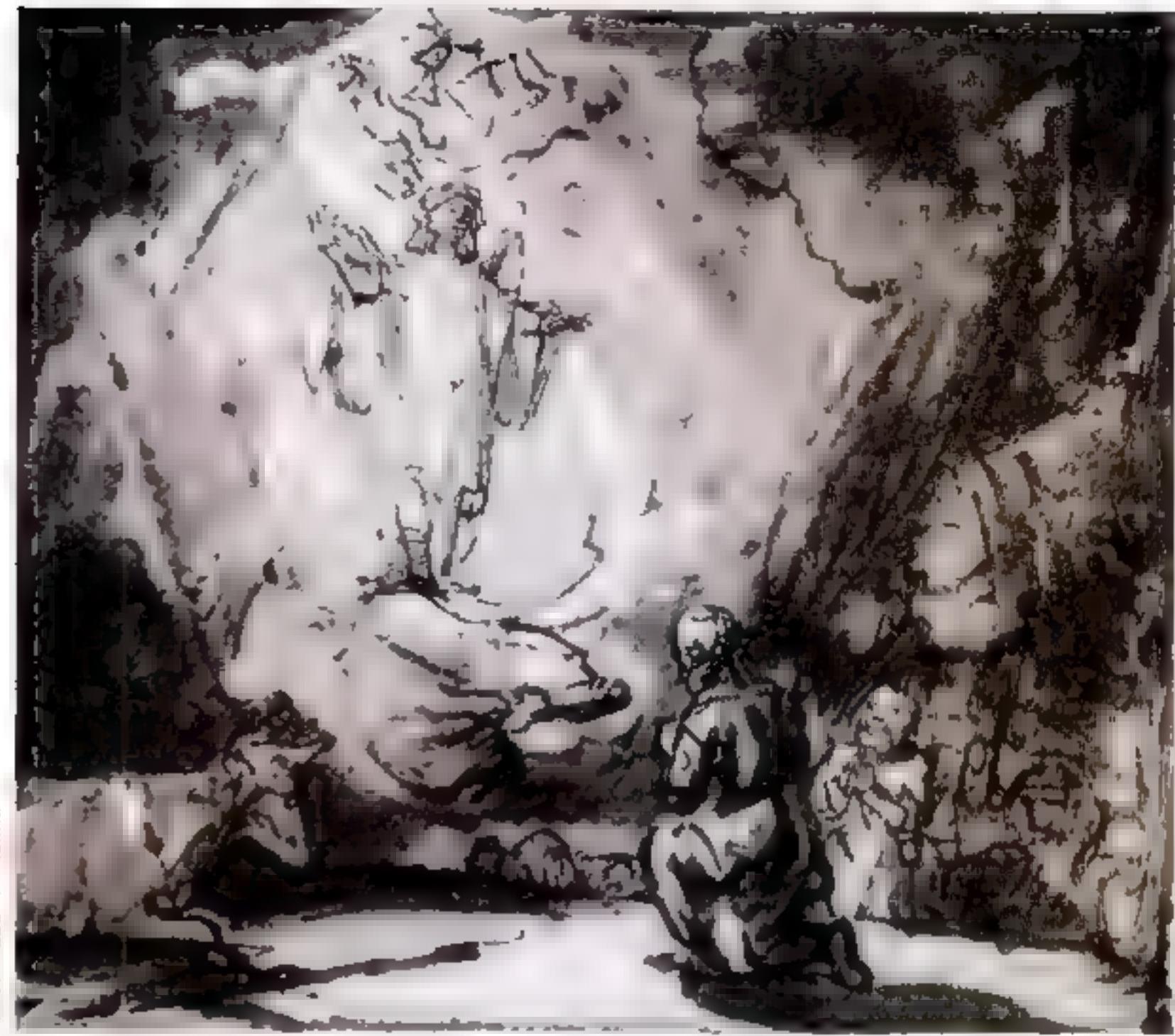
The Adoration of the Shepherds

This 1646 scene of the Nativity contains the detail of the worshipful shepherds shown on the preceding page. To enhance its mood of excitement, Rembrandt created flickering patterns of light which glance off the rafters and gleam from the floor





NATIONAL GALLERY LONDON



KUNSTMUSEUM HAMBURG

The Annunciation to the Shepherds

As "the glory of the Lord" shines round about them, shepherds kneel before the angel who bears tidings of Christ's birth



MUSEUM LONDON

The Virgin and Child near a Window

In a corner Mary cradles her Baby in her arms. A tinge of sadness shades her face as she ponders His future "in her heart."



NATIONAL GALLERY WASHINGTON D.C.





NATIONAL GALLERY, WASHINGTON, D.C.

The Circumcision of the Christ Child

In the whole painting (above), Mary, seated beneath a makeshift canopy, holds the Child on her lap while a priest performs the circumcision. The ominous solemnity which invests the ceremony is forcefully conveyed by the detail at left in which turbaned elders press forward to observe the ritual as a priest records the name of Jesus in a book.

The Presentation in the Temple

As they enter the temple of Jerusalem to present Jesus to the Lord, in accordance with Jewish custom, Mary and Joseph are met by the venerable Simeon. Taking the Baby into his arms, Simeon gives thanks to God for granting to him, in his last days, the privilege of beholding Christ, "the Glory of Israel," who will bring salvation to all the world.



STADTISCHE MUSEEN BERLIN, MUSEUM DÄGERL

REMBRANDT CONTINUED



Simeon and Jesus in the Temple

Hoary and reverent, Simeon (opposite) lifts his voice to God as Mary watches her Child resting peacefully in the old man's arms. Working on this painting just before his death, the aged, destitute Rembrandt brought a deep, special understanding to his portrayal of Simeon, who having lived out his life devoutly, prayed: "Lord, now lettest thou thy servant depart in peace . . ."

The Holy Family with Cherubim

Looking up from her reading (right), the Virgin Mary lifts a curtain covering the cradle to see if the Infant Jesus is asleep, while in the darkened background Joseph works quietly at his carpentry. This tender scene, which was painted by Rembrandt in 1645, has the homey familiarity of a humble Dutch household. But a tumult of angels flutters in celestial light over the Child.



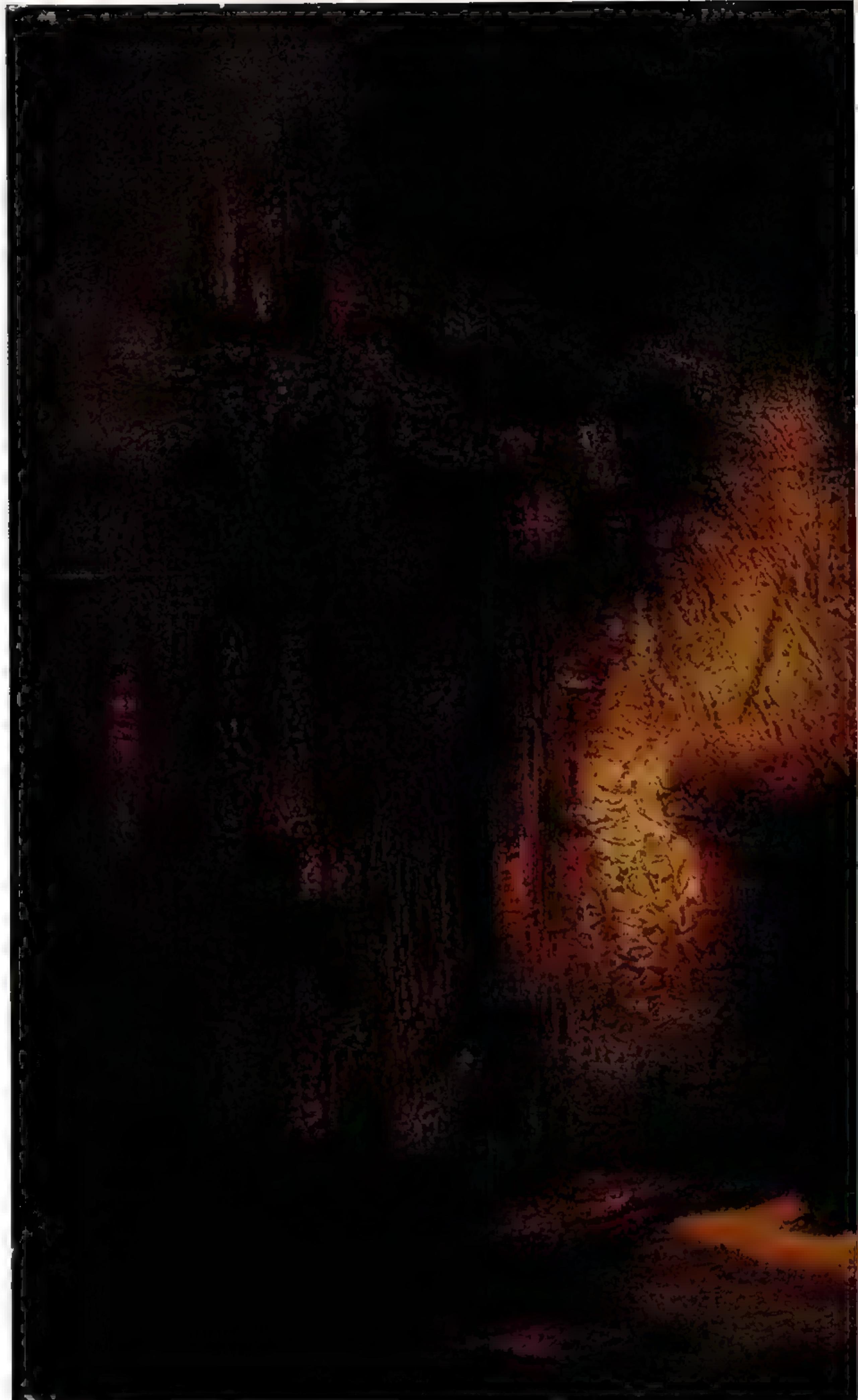
L.C.G. CLARKE: CAMBODGE, ENGLAND

The Holy Family Asleep with Guardian Angels

Cherubs keep watch over Jesus while Joseph stretches out wearily on the floor and the Virgin dozes beside the cradle. Rembrandt's maid, Hendrickje, posed for this sketch which is one of several made by the artist as a study for the painting above.

REMBRANDT

CONTINUED



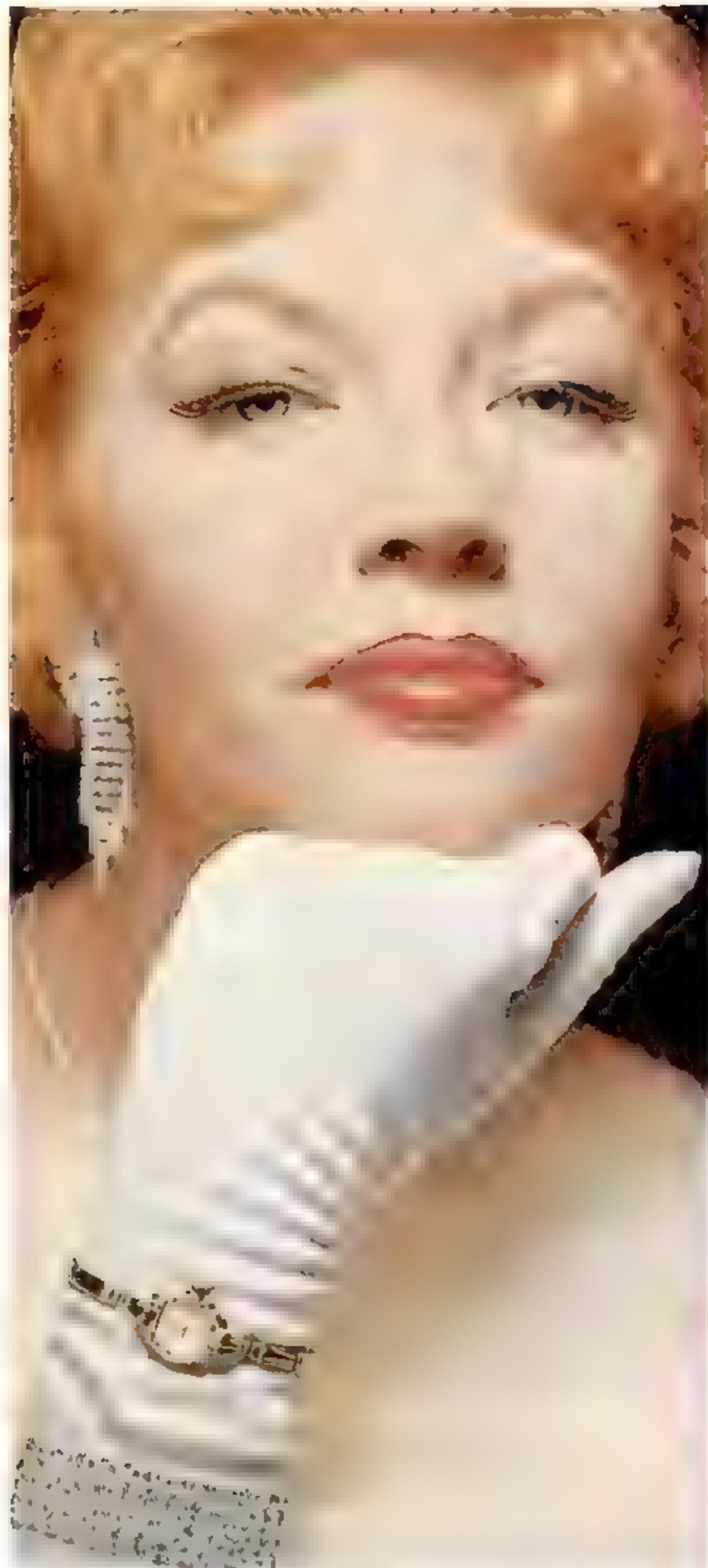
Joseph's Dream

in the Bethlehem Stable

As the Holy Family sleeps in the ox-warmed stable at Bethlehem, an angel appears to Joseph in a dream and warns him to take Mary and the Child and flee into Egypt to save Jesus from destruction by King Herod of Judea. In this tiny painting of 1645, reproduced almost twice its size, Rembrandt has portrayed the angel more as a reality than a dream, suggesting by his glowing image the abiding presence of the Lord.



EHEMALIGE STAATLICHE MUSEEN BERLIN, MUSEUM DAHLER



She's wearing the 17-jewel Miss America. Also in white. \$35.75

Give her shimmering golden beauty that curves around her wrist. Give her glamour, give her enchantment, give her the fire of diamonds. But know, too, that within each Bulova, the polished, glittering watch parts are set with lifetime working jewels to give them unfailing accuracy. That's why few gifts are as treasured as a Bulova. There's an elaborate choice at your authorized Bulova jeweler's; this Christmas give that Bulova difference. You can pay as much or as little as you choose: from \$29.75 to \$2500.

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Sword-slim
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THAT BULOVA DIFFERENCE

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EDSEL DIVISION • FORD MOTOR COMPANY

Tuneful transformation of a wistful movie waif



LIPS parted in a luminous smile, dark hair trading languorously over her shoulders as she puts over a popular tune, the singer is hardly recognizable as a girl who made her reputation acting wistful movie waifs.

Pier Angeli was discovered seven years ago as the demure, soulful Italian bride in the film *Teresa*, and for the most part she has been soulful and demure on the screen ever since. But lately she has been giving more and

more play to her own outgoing nature. This month she is studying the role of a passionate Tahitian girl for the television production of *The Moon and Sixpence*, starring Sir Laurence Olivier. Recently she cut her first record, a collection of 12 Italian songs for Roulette Records. For petite Pier, there is the promise of a new career in the warm, surprisingly rich voice she displays and the exciting way (next page) she belts out the sultry Latin love songs.



A TORCHY PIER lets herself go as she sings. At top left singing *Luna Rossa*, she provocatively tousles her hair. Then, in *Anema E Core*, she registers a

playful affection. At bottom she sings moodily as she laments the trials of a troubled love affair, crying, "Why should there be bitter words between us?"

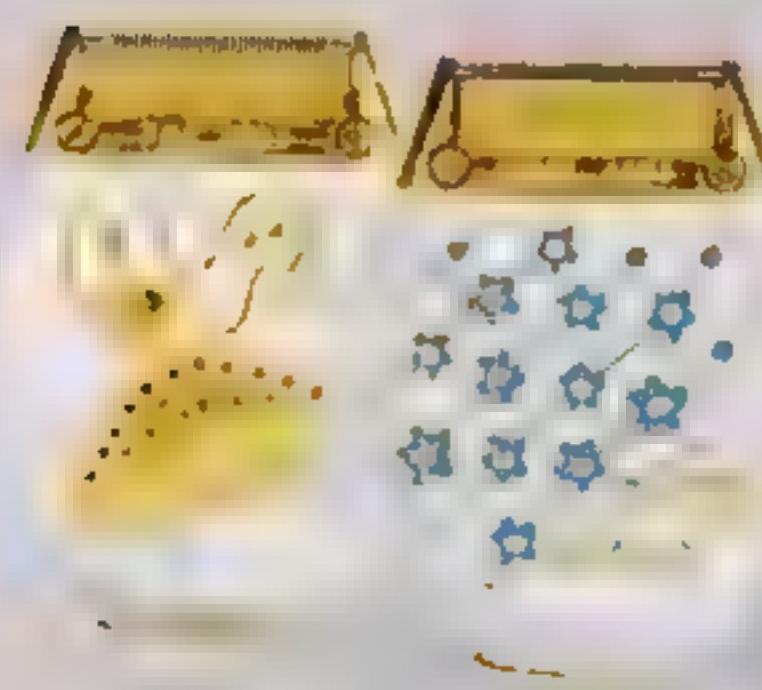


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She'll put smoother, lovelier legs in her sheer nylon stockings, if you put the new Lady Schick Electric Shaver in her Christmas stocking! New Lady Schick makes shaving faster, closer, *smoother*. No nicks, no cuts, no scaly "alligator skin" look that can be caused by a blade razor. Has two shaving edges—one for tender underarms, the other for legs. Lovely new design and colors. It's a perfect gift!

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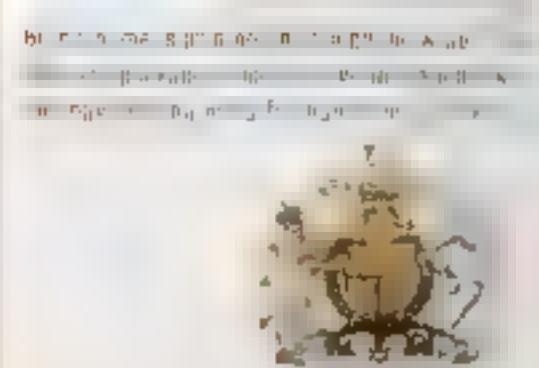
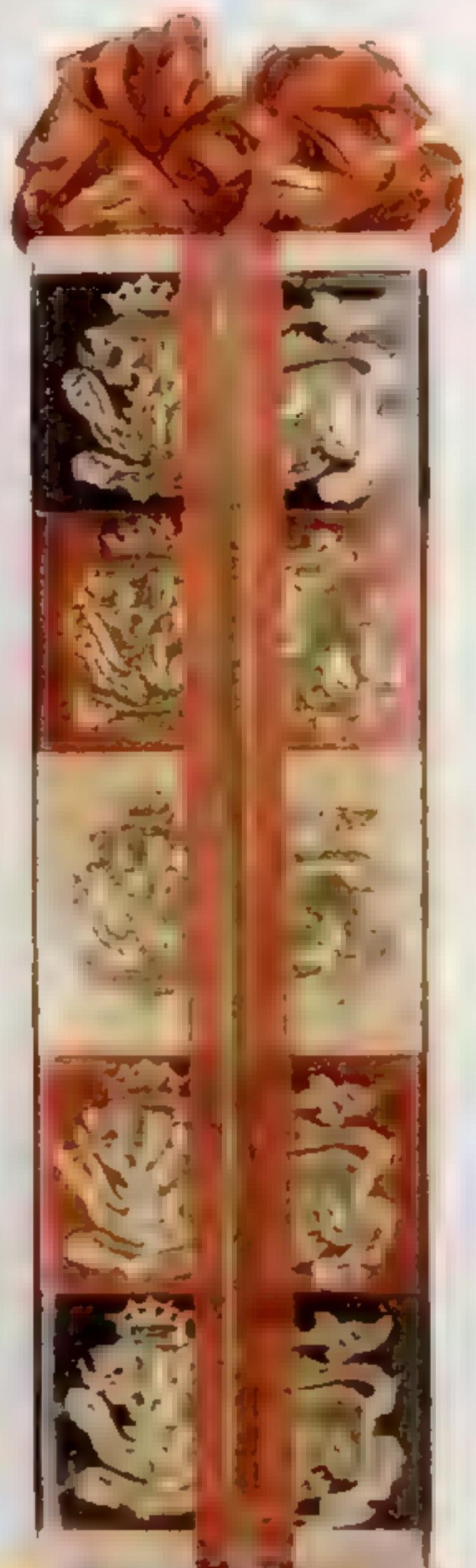
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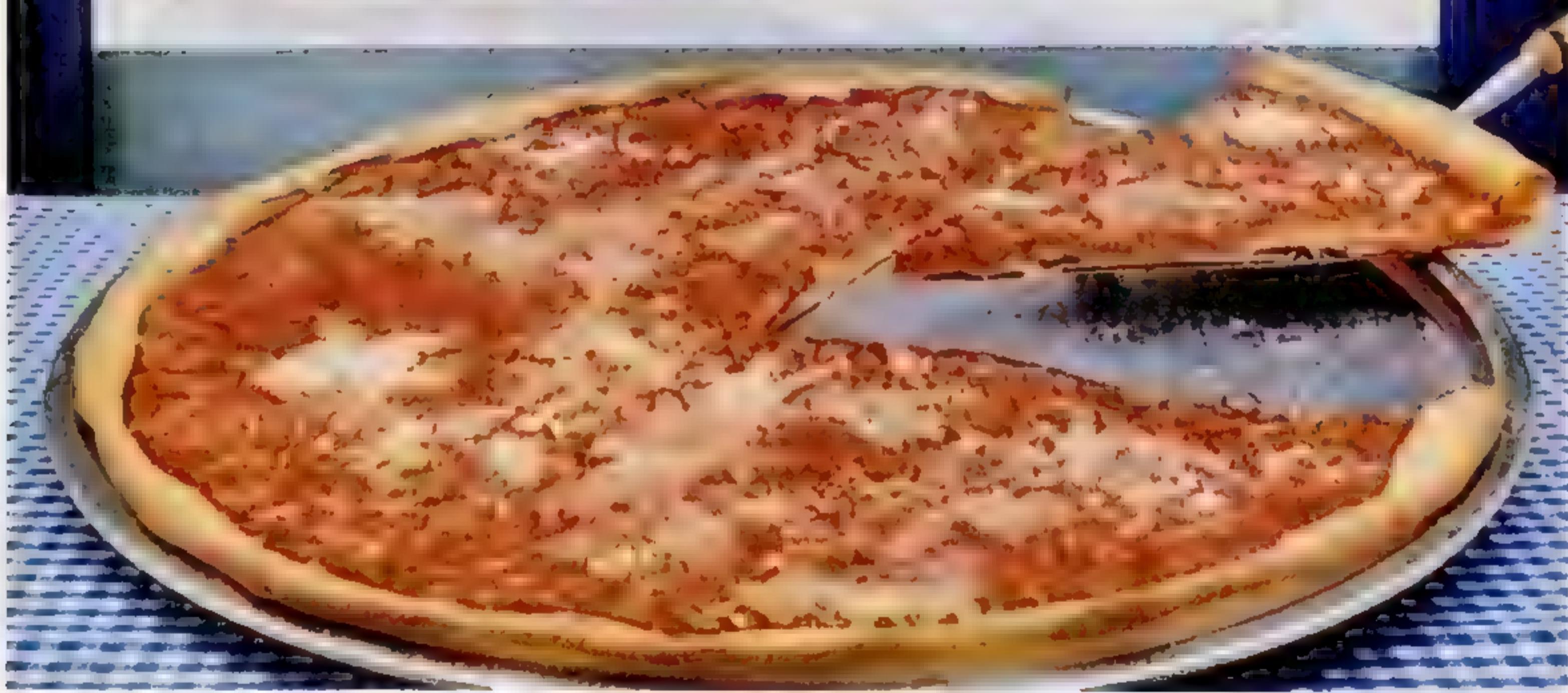
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and you give
"The Best In The House"





FUTURE EMPRESS OF JAPAN

FOR HOW SHE WAS SELECTED, TURN THE PAGE



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LEAVING PALACE AFTER ENGAGEMENT ANNOUNCEMENT. MICHIKO IN BACK SEAT WITH PARENTS BOWS TO CHEERING CHILDREN REFLECTED IN CAR WINDOWS

'You Have Overwhelmed Me'

JAPAN'S PRINCE LISTED NEEDS, DEFIED OFFICIALS, GOT HIS GIRL

by ALEXANDER CAMPBELL

His Imperial Highness Crown Prince Akihito Taugunomiya was very specific about his requirements for a bride. "I don't like plump girls or girls with thick legs," he said. "I prefer the slender, willowy type. My bride should have a good trim figure but should not be taller than I [he is 5 feet, 5 inches]. Beauty of face and figure is not enough. She must have a warm personality, a sense of humor, must like sports as much as I do, and should be a good dancer and an excellent hostess. Both her parents should be still living." Two weeks ago the imperial family revealed that all the requirements had been met to a delightful degree by the girl on the preceding page: Michiko Shoda, 24-year-old daughter of a wealthy commoner, was officially betrothed to Prince Akihito. Eventually Michiko will become the empress of Japan.

The crown prince had originally set forth his strict requirements several years ago to his former classmates at the Gakushuin or Peers' School in Tokyo. Like everyone else in Japan, his classmates knew that finding a bride for Akihito was an urgent matter of state. But although they knew Akihito well enough to call him "Chabu" (an old school nickname which

means "Brown Pig") and to take a convivial hot bath in his wooden palace bathtub after tennis, they must have been somewhat startled to find him so explicit. They could hardly expect that any crown prince, even one as independent as Akihito, would expect to have much of a voice in the choice of a mate. In Japan, for 2,600 years, it has just not been done that way.

By ancient custom Japan's empresses-to-be are picked not by the future emperor or even by his family but by the powerful court bureaucrats who rule the royal roost through the 67-man Imperial Household Board. Efficient and officious, these 67 advise the emperor what to say and do on all state occasions. They are directed by an urbane 55-year-old ex-security officer named Takeshi Usami, and it was Usami who, seven years ago, set in motion the official search for a bride for Akihito. The search cost almost a million dollars and ended in failure.

From the beginning the members of the board had found Akihito troublesome. Soon after the bridal hunt got under way, the crown prince told them, "On the matter of my marriage, I must insist on my own wishes and opinions being respected. . . . I don't like the idea

of a blue-blooded marriage that will draw a chrysanthemum curtain between me and the people. The girl should come from a branch of some *Daimyo* family. That would be about right." The *Daimyo*, or feudal lords, consist of some 860 Japanese families, but the board in practice limited its search to the far smaller number of families whose daughters attend the select Peers' School for women.

Akihito sensed before very long that the board might not give full weight to his wishes. So he devised his own spy ring in the person of his old school companions. He gave them his list of requirements. They were to check up on the girls whom the board seemed to be favoring and report back to him. Soon their intelligence reports were coming in: "Miss X is flat-chested, has a terrible figure." "Miss Y is the cold, calculating type; don't be deceived by her good looks." "Miss Z is too stubborn and self-willed; better stay away from her." Akihito duly noted such particulars in a little black notebook. Whenever the board showed special interest in a possible candidate, the crown prince was ready with factual dissents.

If the board had sought an explanation for such contrariness, it could have found it in the



CHILDHOOD PORTRAITS of Akihito (*above*) and Michiko (*below*) were taken when each was five. The Japanese make much of children's fifth birthdays, usually dressing them up for formal photo-sessions.



CHRISTMAS PARTY was attended last year by Shodas in paper hats and garlands. Left to right are

FUTURE EMPRESS continued

upbringing which Emperor Hirohito decided on for his son after Japan's surrender in World War II. Without consulting court officials, Hirohito announced that he wanted an American teacher for the crown prince. At the Peers' School a Quaker from Philadelphia, Mrs. Elizabeth Gray Vining, was retained to teach Akihito and the other boys. The crown prince shared a dormitory with classmates, eating the same cold fish and rice and taking his turn at sweeping floors and clearing tables.

From the Imperial Household Board's point of view, Akihito today is thoroughly contaminated by a mass of Western, non-Japanese influences. He sleeps in a Western bed while his chamberlains sleep on straw matting. He almost never wears a kimono or wooden sandals but owns 20 Western-style suits and 10 pairs of shoes. He likes green neckties. He shaves with an electric razor. He is a hi-fi fan, with one set in his living room and another in the dining room, and is especially fond of Latin American rhythms. He enjoys French cooking as well as Japanese dishes, and when his classmates dine with him he provides whisky and beer in addition to sake. One classmate praises him as behaving "just like an Englishman."

Although Akihito has been allowed to mix with boys, he has always been kept aloof from girls. His knowledge of sex has hitherto come from his reading of English and Japanese erotic novels, including *Lady Chatterley's Lover*, and from his fish and bird studies. The prince has his own laboratory where he breeds fruit flies and performs experiments with carp. He has also built a number of what he calls "bird apartment houses" for doves and starlings, whose behavior he watches from a stepladder. His ichthyology tutor, Dr. Kaname Okada, declares, "The prince has received his sex education through me. The behavior of fish is related to reproduction, and so we discussed it."

The crown prince and Michiko met for the first time on a tennis court. Akihito is an indifferent tennis player and has sometimes had difficulty finding opponents, most Japanese being understandably reluctant to lick His Imperial Highness. On these occasions the prince is likely to round up players by dispatching a chamberlain with a royal command. At the Karuizawa mountain resort north of Tokyo

Michiko's sister Emiko (18), mother, father, Michiko. Japanese have adopted Christmas as a holiday.

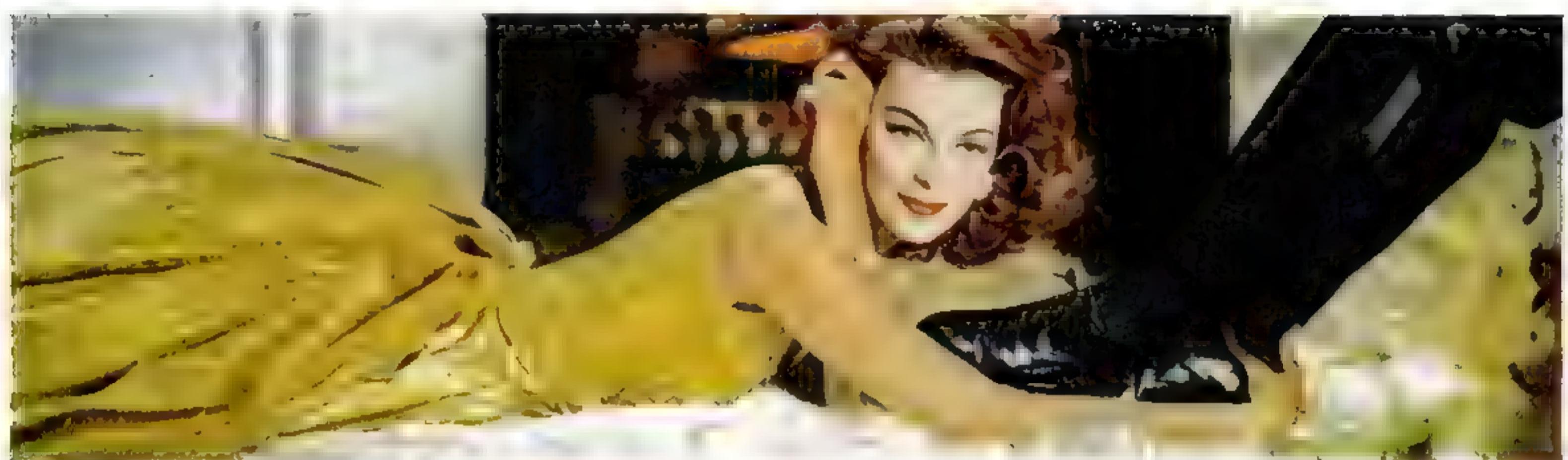
such a summons one day in August 1957 produced Miss Shoda and a 12-year-old boy, who promptly beat the prince and his partner 6-1. "Wonderful!" cried Akihito, eying the accomplished Miss Shoda. "You have overwhelmed me." From that moment he was in love.

Meanwhile the Imperial Household Board was pursuing its separate bride-hunting mission with zeal, fastidiously considering all the worthy candidates at the Peers' School for women. But Michiko was not a student at the Peers' School and was therefore outside the board's self-imposed purview. She was attending Tokyo's University of the Sacred Heart for women, run by a French order, where she was majoring in English literature. Akihito telephoned her frequently and wrote her letters. Last May, Miss Shoda joined the Tokyo Lawn Tennis Club, of which Akihito is a member, and lost no time in adding the Akihito Cup to her collection of tennis trophies. The cup's donor looked on and enthusiastically applauded.

Last summer they met again at Karuizawa, but Michiko cut short her stay for a trip abroad. During her absence Akihito asked for his own family's consent to their marriage. He encountered no opposition. But Michiko's parents were more difficult to convince. They had no intention of forcing their daughter into a marriage against her will, even with the future emperor, and from Europe Michiko wrote her mother, "I do not believe commoners should be united with the imperial family. I doubt if such a step would have good results. The history of royalty in Europe proves this. If something should go wrong, the crown prince would have to suffer." To Akihito himself Michiko wrote, "I hope you will let me be a close friend of yours for a long, long time."

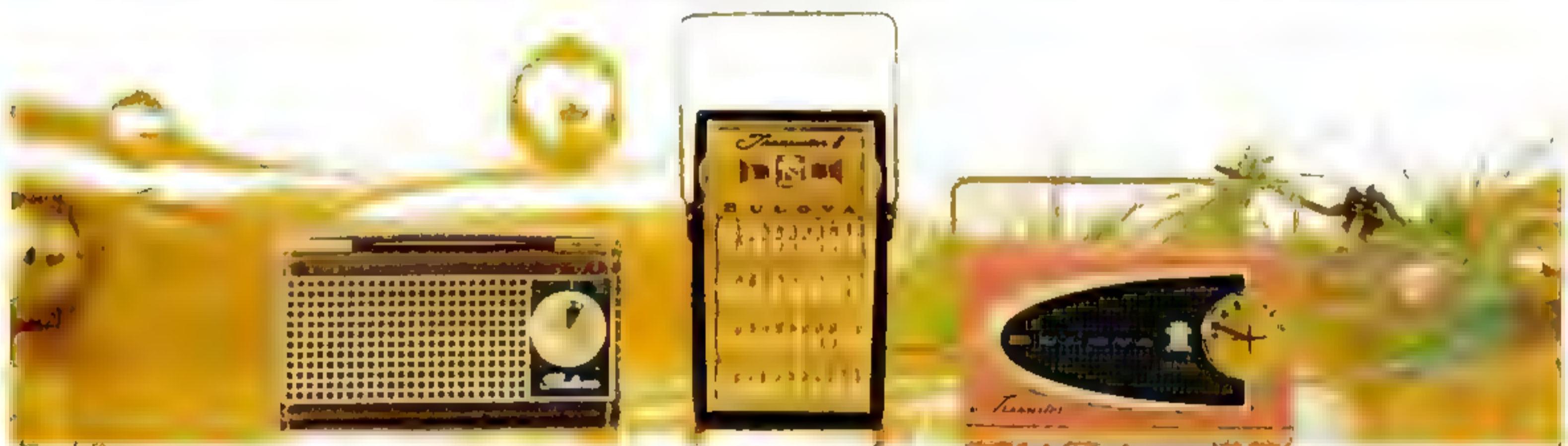
Correctly inferring from this that Michiko loved him but was afraid of his rank, Akihito bombarded her with unpassionate daily letters and hour-long telephone calls as soon as she returned to Japan. On Nov. 3 she gave in. The Imperial Household Board was aghast, but it remained for Board Director Usami, his cause now lost, to pay a call on the Shodas with the prince's formal request for their daughter's hand. Because the street outside the Shoda home was thought to be too narrow to permit Usami's official car, a De Soto, to turn in it, the prince thoughtfully lent Mr. Usami a smaller Japanese car from his own stable. Usami

I love men who shop at jewelry stores...



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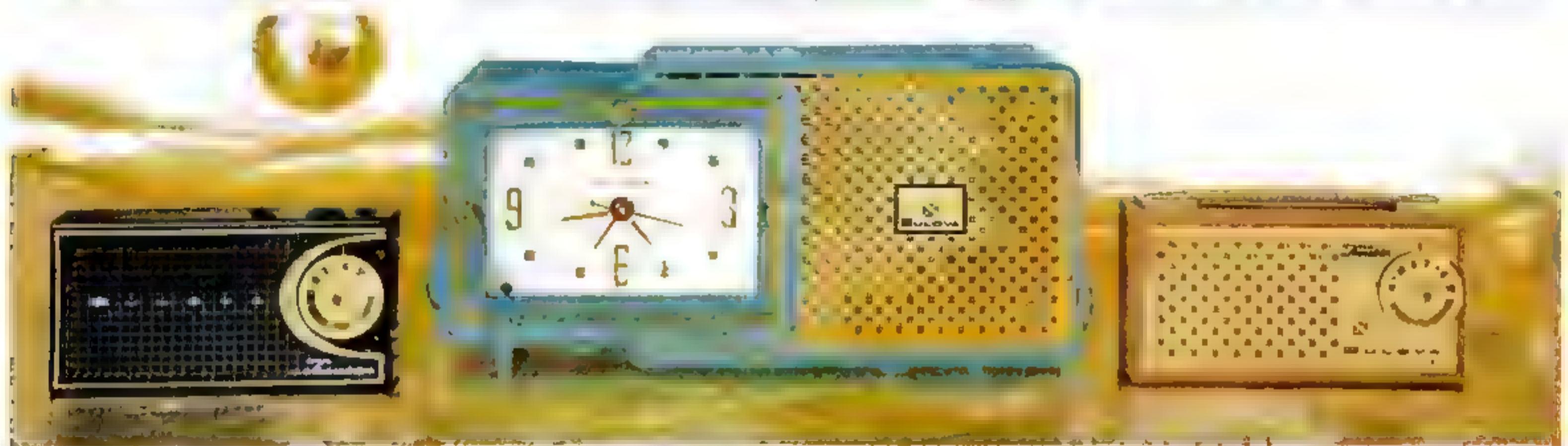
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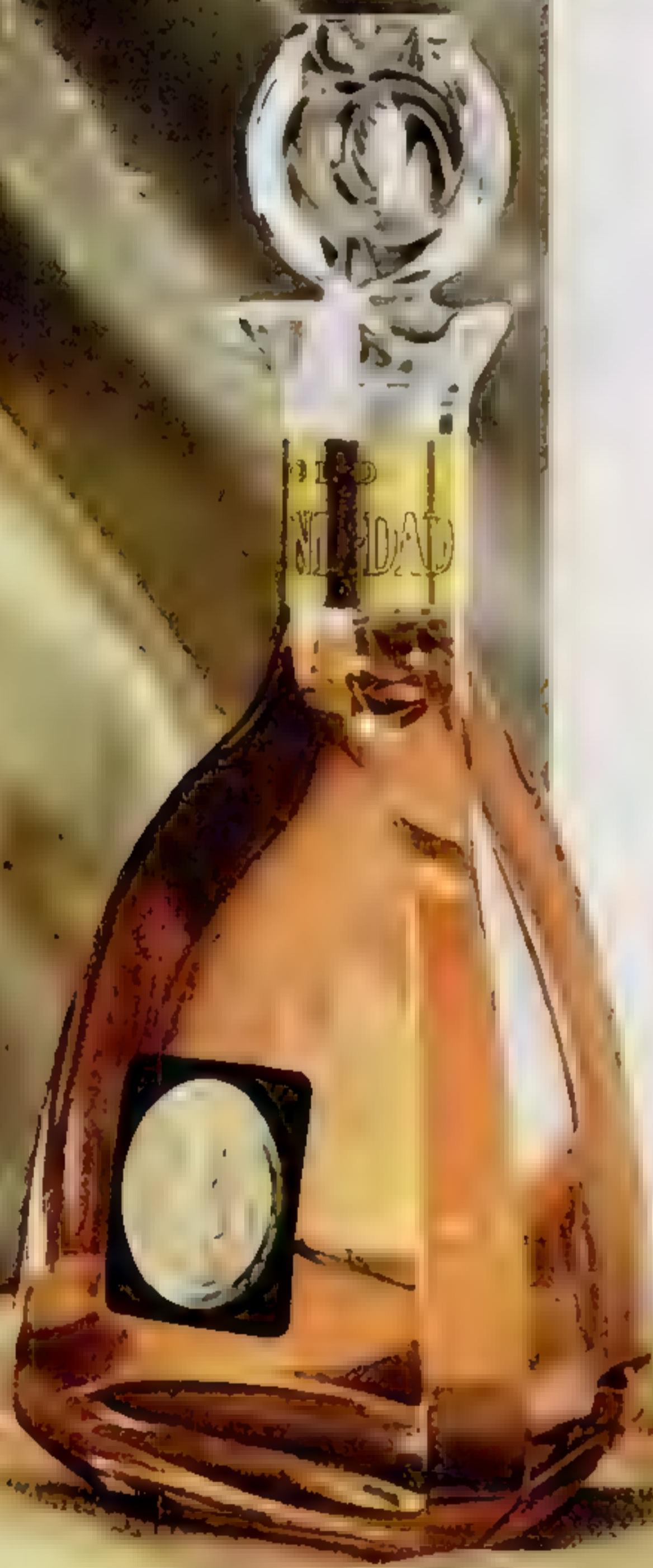
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It is doubly welcome this year in the supreme luxury of its famous Classic Decanter—most beautiful ever designed for

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The Classic Decanter



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Ages 2 and 3



Ages 4 to 6



Ages 7 to 9

FUTURE EMPRESS CONTINUED

made it, and after the necessary formalities had been observed the engagement became official.

The term "commoner" to describe the Shodas must be qualified. They are descended not from a *Daimyo* family but from a *Samurai*, which is several steps lower. Michiko's grandfather was appointed by the emperor to Japan's House of Peers in 1916, but since all peers were abolished the following year Michiko is a commoner. Technically, however, so is everyone else in Japan except the imperial family. Michiko's father Hidesaburo Shoda is president of Nisshin, a flour mill company which comprises 17 mills. Michiko has been strictly brought up. Although she turned 24 on Oct. 20, she still receives only a 1,000-yen (\$2.78) monthly allowance. She is 5 feet 3 $\frac{1}{2}$ inches and weighs 115, and her dressmaker has reported that her measurements are 34-24-36.

At Sacred Heart, Michiko was called a "brilliant" student. She was elected president of the student's committee, an honor hitherto reserved for a Catholic student. Michiko almost became converted to Catholicism but says she could not quite make up her mind. It is unlikely now that she will ever become a Catholic. Even though the crown prince has received some Christian religious instruction, his official duties include worship at Shinto shrines.

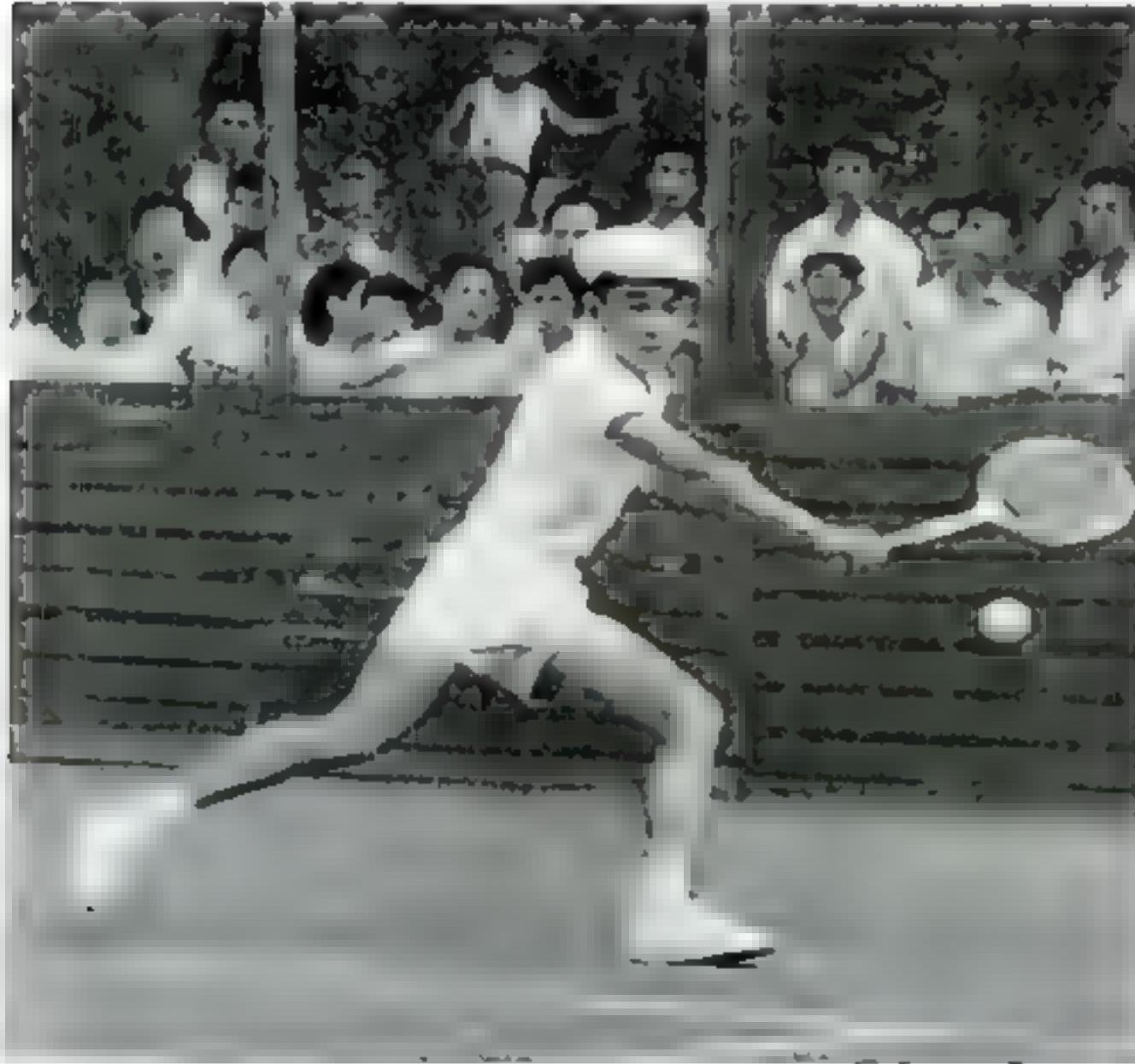
Michiko, who often refers to herself in the third person as "Michie," does not take herself too seriously. She once led five other Sacred Heart girls on a night ferryboat trip to Hokkaido. Because the third class was stuffy, they crept up to the upper deck to sleep. Soon they were missed below and someone raised a cry of "Girls overboard!" Michiko thereupon had to apologize to the captain. She recalls, "Michie just smiled and smiled at him until her jaws ached."

An uncle says of Michiko, "She is typical of the old-style Japanese daughter of good family: quiet, obedient to her parents, yet with a core of supple steel." When she was 21 she won a prize in a newspaper contest with an essay called "I Am Not a Worm-eaten Apple," which indicates she is fully as independent in spirit as Akihito. The reference was to Thomas Hardy's Tess who compared the world to an apple and said she had been born into a worm-eaten one.

Michiko wrote, "Must we be handicapped all our lives by the heavy burdens resulting from a disastrous war? The way we live today determines the way we will live tomorrow. We should really live our lives, living each day fully, with bated breath. Thus we can free the future from the binding shackles of the past. The world of the worm-eaten apple is not for us."

Akihito's father and mother were engaged six years, during which time they were permitted to meet only once a year. Akihito is against this. He plans to see his fiancée often and hopes to marry in the spring.

When they are married he will first take Michiko into his present palace, but later they will move into a new palace now being built. When Akihito was 3 he was taken from his parents and reared by court chamberlains. But this is not for Akihito. "I want to have three children," he says, "and I want us all to live together." Recently the plans for the new palace were altered, by command of the prince, to include children's bedrooms—an unprecedented arrangement. The new palace will, of course, also have a tennis court.



FIANCEE'S VIEW of Akihito, whom she met at tennis, shows him competing in a tournament this fall. He got as far as the tournament's third round.

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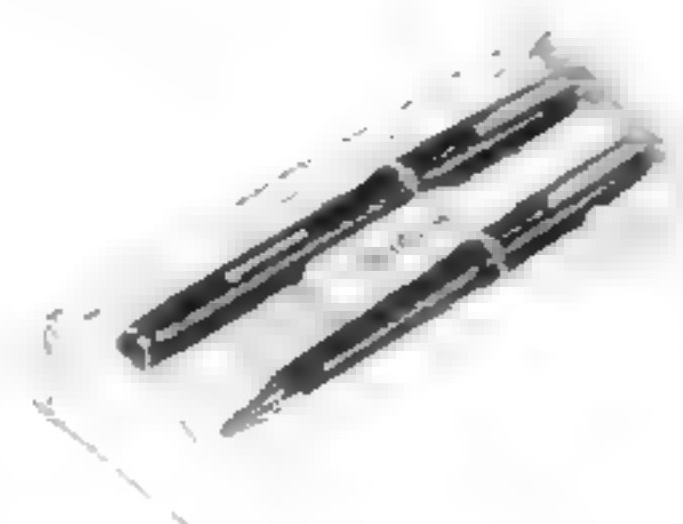
New! Never goes near an ink bottle! Sleek, slim Safari is loaded cleanly and easily with two cartridges of liquid ink. They'll never worry about running dry, because the second cartridge is a spare...and it's always ready in the pen. In six handsome colors, and a choice of 32 instantly replaceable points.

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and choice
of points.

Safari Twin-Cartridge Fountain Pen and Pencil in striking NEW-for-Christmas gift case—only \$6.95.

Classic Fountain Pen

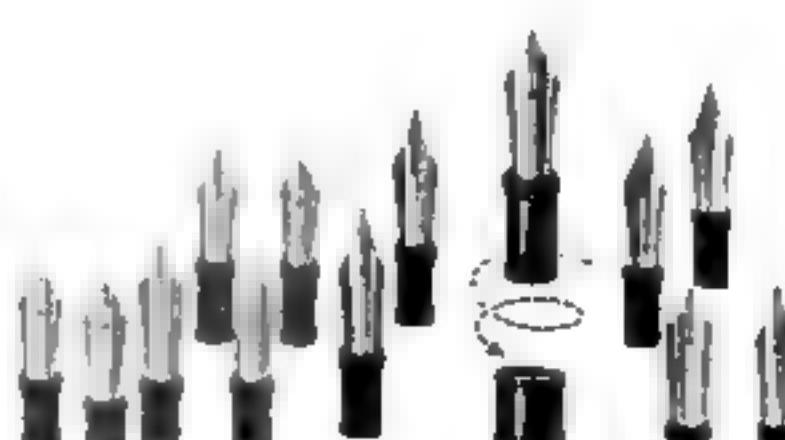


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Hang down your head, Tom Dooley, hang down your head and cry

HANGED MAN IN HIT TUNE

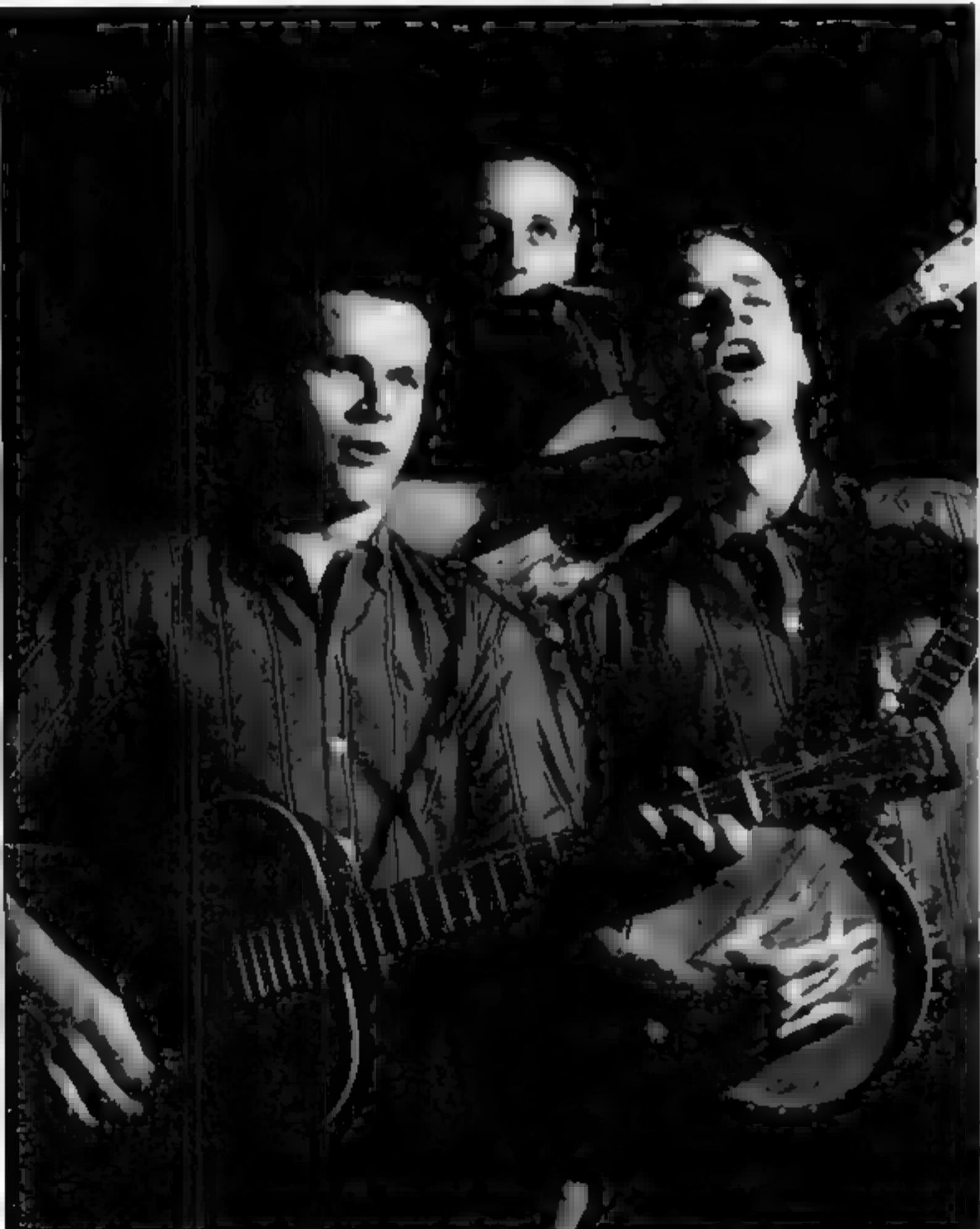
Out of the jukeboxes in almost every bar and candy store came the same three-part harmony plea of an old folk song imploring a gay blade headed for the gallows to hang his head in shame before the hangman fitted it through a noose. The pleas are 90 years too late, but the record sung by the Kingston Trio is one of the liveliest on the bestseller lists. *Tom Dooley* is the title. The real-life reprobate all the singing is about was a Blue Ridge Mountain folk hero named Tom Dula who was hanged for murder in 1868. As impudent Tom becomes the pride of Tin Pan Alley, which tinkered a little with the tune's lyrics, his reputation around Wilkes County, N.C., is now getting gradually retouched to match his new eminence.

Tom Dula was a handsome young country fiddler, devoted to the jug, averse to the plow and a constant delight to the ladies. He went off to fight the Civil War with Zeb Vance's 26th Regiment and returned to resume his old ways, especially with the ladies. They were, in particular, Laura Foster and her cousin Ann Melton. One day in 1866 Laura was found in a shallow grave. Ann was accused but

found not guilty. Tom was convicted after two trials.

Tom rode to the gallows on his own coffin and rambled on blasphemously for an hour when asked if he had any last words to say. When Ann Melton died, years later, she made a last-minute confession to her husband. The husband never revealed what it was, but around Wilkes County a lot of folk legend fanciers are sure that cleared Tom Dula.

A sprinkling of national sympathy for Tom has followed the song hit. The proprietor of a Galesburg, Ill., bar took up a collection for the deceased Tom Dooley last month and ended up with a small tombstone and wreath that adorn his establishment. In Las Vegas a pair of disk jockeys stirred up a "Save Tom Dooley from the Gallows" campaign which ended up in a petition to the governor of Nevada. All this has had its effects back in Tom Dula's home territory too. Last week the North Iredell Post of the American Legion met at Statesville, N.C., and some 35 members expressed their doubt that Tom was guilty. And Tin Pan Alley is not going to let Tom die with just one song. Ready to follow the hit song is one called *Tom Dooley, Jr.*



"DOOLEY'S" SINGERS, Bob Shane, Nick Reynolds, Dave Guard (Kingston Trio), strum guitars, banjo as they harmonize at La Festa club in Juarez, Mexico



DULA'S GRAVESTONE in a fallow field in Ferguann, N.C. is pointed out by Mrs. Randolph Carter to local farmers Thomas W. Ferguson and Greene Eller

In LIFE Next Week

ENTERTAINMENT

Next week the editors of LIFE will present an extraordinary year-and-double issue devoted exclusively to "U.S. Entertainment." In this special 200-page LIFE you'll get an unprecedented view of America's performing arts today. LIFE's skilled photographers have caught the look and feel of show business in dozens of on-stage and behind-the-scenes pictures, including 45 pages in breathtaking color. You'll visit the theater, circus, opera, a carnival, aquacade, ice show, movies, television and nightclubs, and see a brass band led by 1,076 trombones. You'll meet Marilyn Monroe, Dean Martin and other stars in fresh, new pictures made especially for LIFE. And you'll relive the early, lusty days of American jazz in brilliant color paintings, laugh at Rock Hudson and Kim Novak spoofing a Mack Sennett comedy, and enjoy sparkling articles by and about top names in entertainment. This special issue, with its exciting editorial content and more than double the color pages of the two regular issues it replaces, goes on sale on Dec. 17. Better reserve your copy now.

ANDREW HEISKELL, Publisher



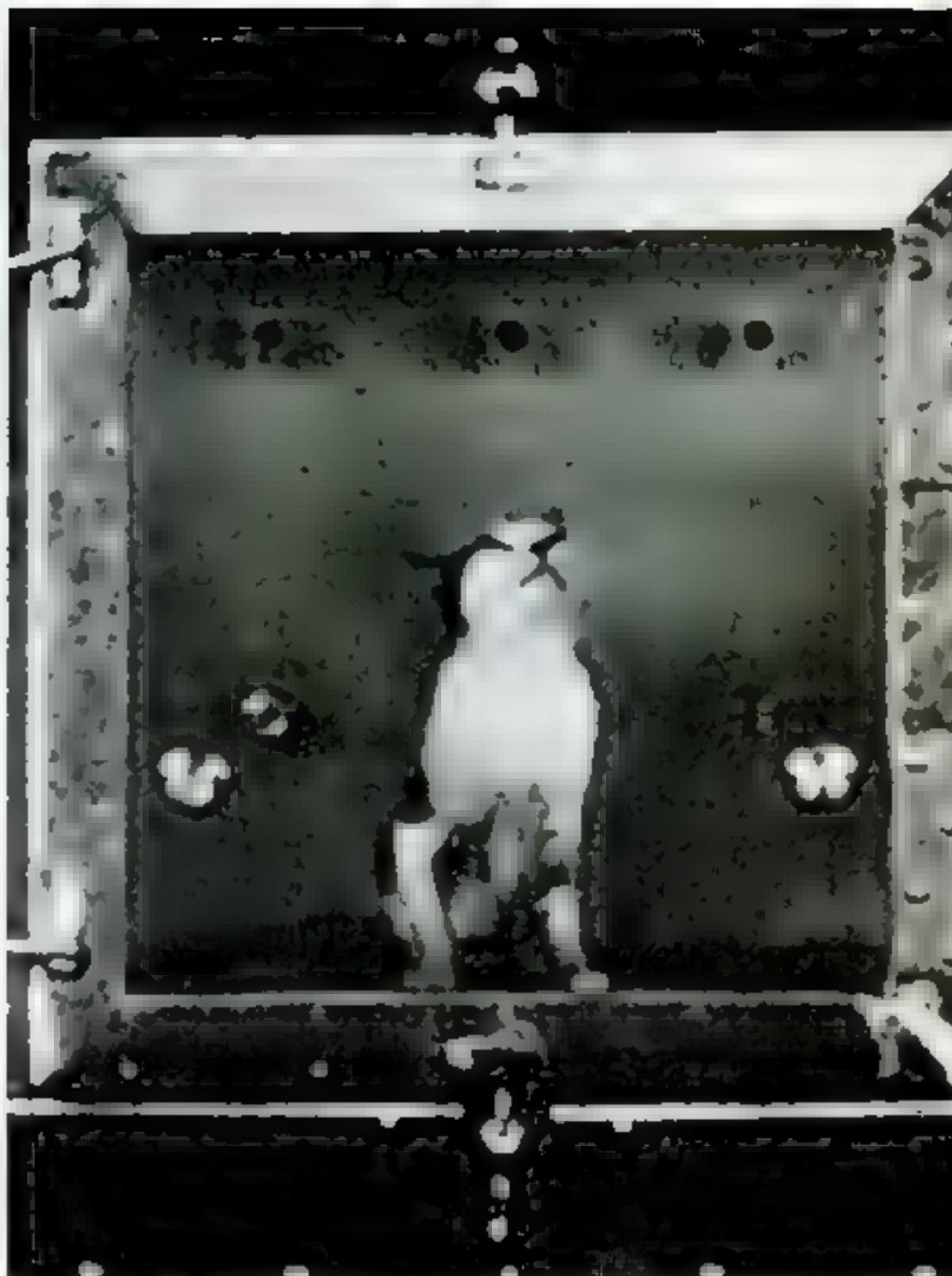
IN FIRST STAGE OF THE TEST CAT FIERCELY LEAPS ON MOUSE (LEFT), THEN GRABS IT UP IN HIS JAWS

ORDEAL BY MICE FOR A MOUSER

It was a nightmarish concept—that the behavior of a living creature could be so distorted. But the sight of a tough tom cat being chased around by a mouse also has funny aspects. The strange spectacle is being used by the U.S. Army Chemical Corps to show the effect of an experimental new "nonlethal" weapon—a gas which temporarily destroys the will to fight.

At the Edgewood, Md., chemical center the

Army first showed a normal feline reaction to mice (*above*). Then a cat under the influence of the new gas was confronted with a pair of mice. Apparently terrified, the cat flew around the cage like a man with the D.I.s seeing snakes, meowing pitifully and trying to escape from his former prey. In the event of a war the U.S. could drop the harmless gas on enemy troops, hoping that they would play cat to our mouse



TAKING GAS cat sniffs deeply. Gas acts on nervous system. Its test effects last for only a few hours



AFTER IT HAS BEEN GASSSED, THE CAT TRIES TO ESCAPE FROM A PAIR OF MICE PUT INTO ITS CAGE, BACKING AWAY INTO A CORNER AND MEOWING FRANTICALLY



IN MAD GYRATION cat flails hind legs up side of glass cage as it comes face to face with mouse. Scientists do not know if gas makes cat imagine mouse is

big and ferocious or simply renders nerves so sensitive cat flees any strange movement. During the experiment bewildered feline ran aimlessly around the cage.

She uses only GLEEM -the toothpaste for people who can't brush after every meal



JUST ONE BRUSHING

destroys decay- and odor-causing bacteria



Mouth bacteria, chief cause of decay, build up overnight (shown at left). One Gleem brushing destroys up to 90% of these bacteria (shown at right).

Tests prove that one morning brushing with Gleem destroys odor-causing bacteria so effectively mouth odor is stopped all day for most people.

If you, like Joan here, can't brush after every meal—even though it's best—take a tip from her. She knows food combines with mouth bacteria to cause decay and mouth odor. So she uses Gleem—the toothpaste for people who can't brush after every meal. Gleem with exclusive GL-70 destroys most mouth bacteria with just one brushing.

Only GLEEM has **GL-70** to fight decay and mouth odor



NOW IN TUBES AND NEW PUSH BUTTON PACK



**Give the true old-style
Kentucky bourbon...
always smoother because it's slow-distilled**

DISTINCTIVELY WRAPPED FOR THE HOLIDAY SEASON Tradition calls for Early Times at holiday times. This is the bourbon made with the extra care and attention of slow-distilling the old-style way, the smoothing way to make whisky. This season why don't you give and serve Early Times, the whisky that made Kentucky whiskies famous.

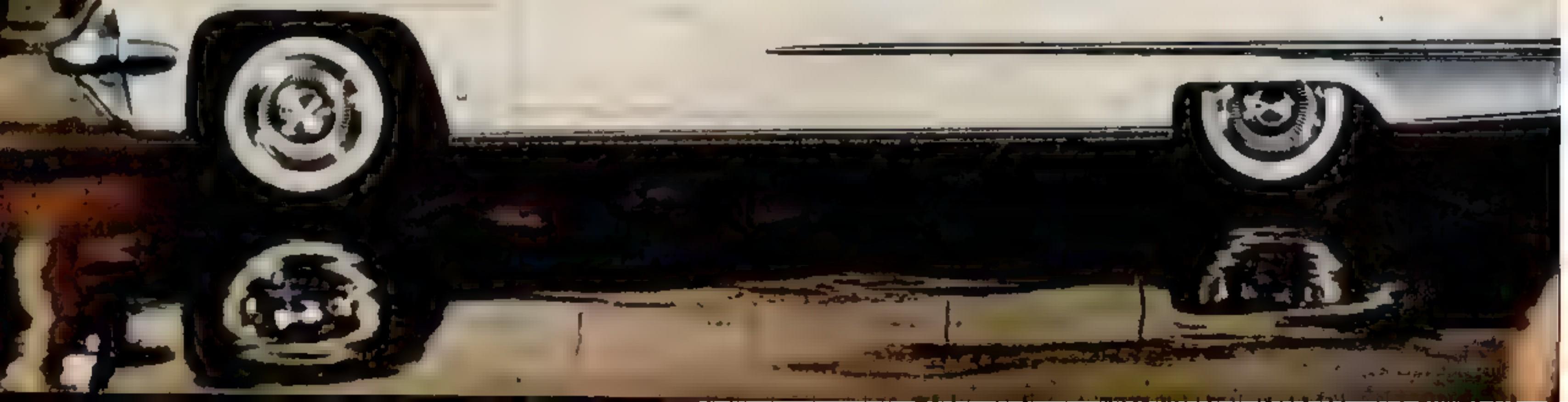
KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY

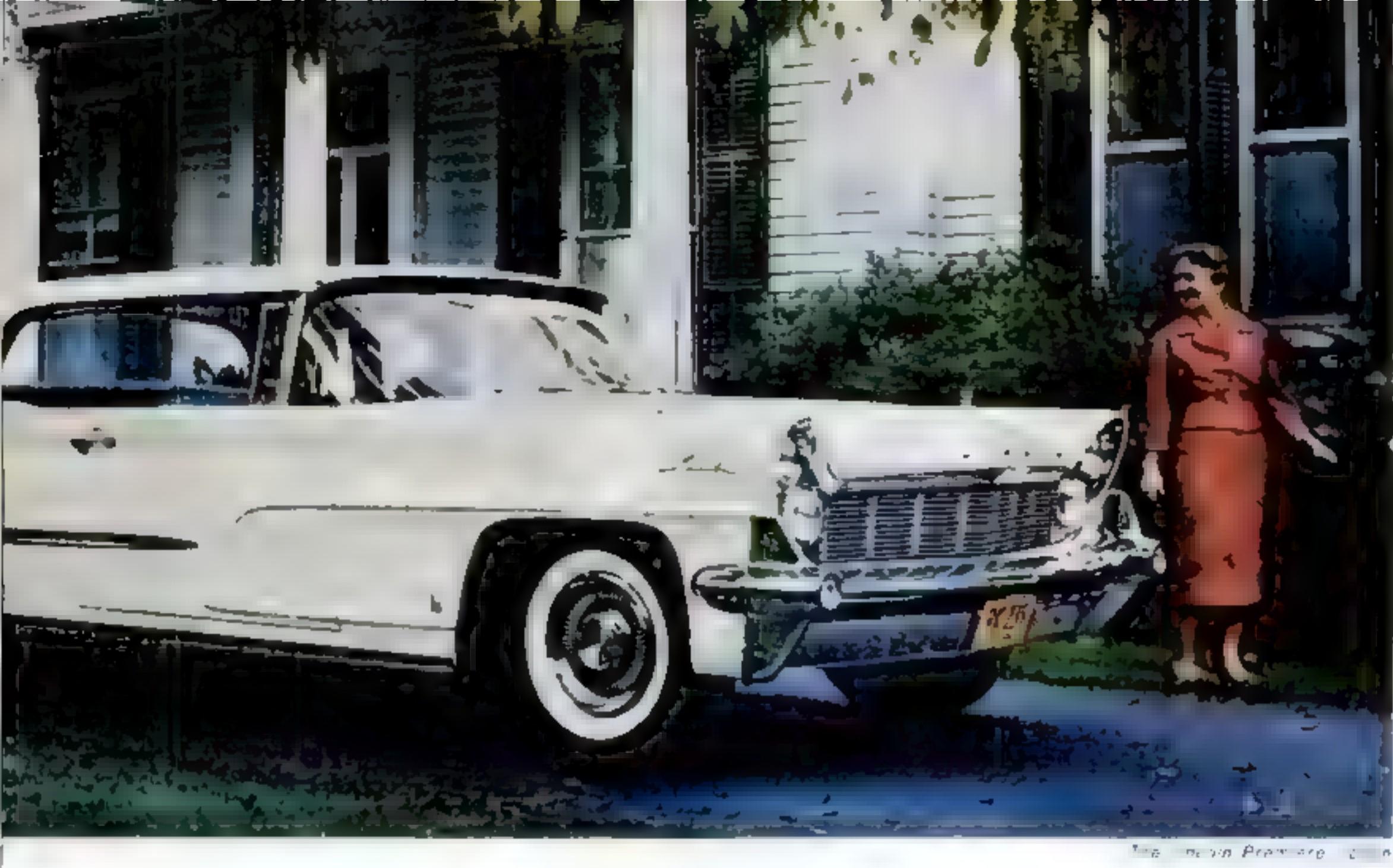
EARLY TIMES

"Easiest role I ever played on the road: touring in my new Lincoln" Helen Hayes

I'm only five feet, two inches tall,' admits actress Helen Hayes. 'Most big cars overpower me. But not my new Lincoln. It seems so gentle and easy I could almost drive it through a display of crystal and not break a single glass.'

The 1959 Lincoln offers all the power and comfort you expect in a big car. Yet it handles like a fine sports car. Just a touch, and the Lincoln responds to your slightest whim. The new small steering wheel is easy to turn and easy to see over. Nothing gets between you and perfect visibility.





I had so much fun decorating my new Lincoln. I chose the exact colors, fabrics and leathers I wanted.

You enjoy complete freedom of choice when ordering your new Lincoln. You select from ninety different color combinations, each more beautiful than the last. You choose from rich fabrics or imported leathers to complement the exterior. The result—a motorcar built especially for you

the 1959 Lincoln



"The space in this car. Sit any way you like, it's simply impossible to feel cramped."

Among fine cars, only Lincoln provides beautiful classic styling without sacrificing interior space and comfort. Heads never touch the ceiling, feet never crowd the floor. Yet for all its spaciousness tiny women maneuver the new Lincoln as easily as a shopping cart.

1959 Lincoln Continental Sedan. Lincoln Division of Ford Motor Company. Copyright 1959 by Ford Motor Company.



Why Grapefruit keeps your vitality high!

For Vitality—Get Your Vitamin C The Natural Way! To keep your youthful vitality, you must get a fresh supply of Vitamin C every single day—because it's one vitamin your body can't store up. And it's equally important to get your Vitamin C *as nature intended*—in combination with the other vital nutrients and health benefits found in fresh Florida grapefruit. That's what's meant by *Vitality Vitamin C!*

No Wonder The Smart Set Goes For Grapefruit! As your doctor will tell you—grapefruit can play an important part in helping you look and feel youthful—healthy—full of life! For in addition to natural Vitamin C—grapefruit and grapefruit juice provide other important vitamins and minerals—help maintain your alkaline reserve—fight fatigue and give you quick energy.

It's Smart To Be Trim! And fresh Florida grapefruit is satisfyingly low in calories. Grapefruit is loaded with flavor...not pounds! Enjoy fresh grapefruit through the day—as a sparkling appetizer before meals—in hearty main dish salads—instead of rich desserts. Get your Vitamin C the *natural way*—in delicious fresh grapefruit from Florida.

gold mine of Vitality Vitamin C

**FRESH
GRAPEFRUIT**
from **Florida**



WHAT MOON'S BARREN, PITTED FACE WOULD LOOK LIKE TO AN EXPLORER FROM EARTH IS SUGGESTED BY THIS PHOTOGRAPH OF LAVA FLOW AT FLAGSTAFF, ARIZ.

THE MOON: MYTHS, MARVELS AND MAN'S REACH FOR IT

Seeking more knowledge, we now have a store of lunar fact and fancy

The bleak, beautiful, mystery-laden globe man calls the moon has long contributed to his myths and enriched his fantasies. Now, as man seems about to produce the mechanical muscle to launch rocket-driven lunar probes, the moon is about to make a comparable contribution to the world's scientific knowledge.

Man already knows much about the moon—from his centuries of earth-bound observation, from skillful photography and shrewd deduction. He has mapped its landscape, which is as stark as the most barren found on earth. The starkness is the inevitable result of the moon's smaller size. Though the moon's diameter of 2,160 miles is one fourth the earth's, its mass is only 1/80 as great. Hence it has a much weaker gravitational field—too weak to hold fast-moving gas molecules. The moon might once have had an atmosphere like the earth's, but the gas molecules that made up its atmosphere all escaped billions of years ago.

Since then, with no atmospheric molecules to blow around or form moisture, there has been no wind or water on the moon. In the lunar

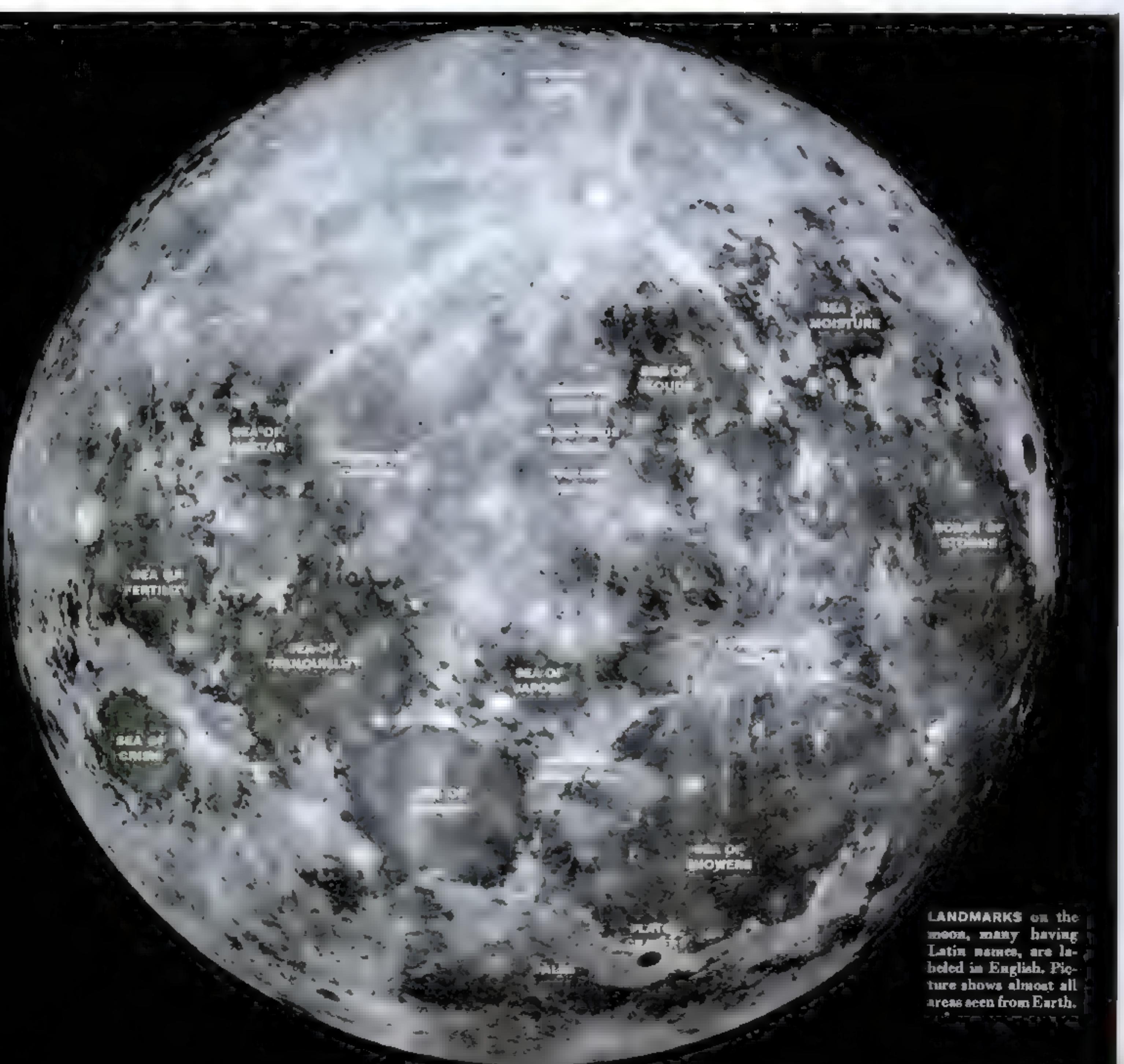
vacuum there is nothing to carry sound waves, nothing to deflect high-energy cosmic rays or burn up incoming meteorites, nothing to keep the temperature from going up to 214° F. in the sun's glare and down to -213° F. in the shade. The temperature extremes have cracked and pulverized the moon's surface, covering it with a layer of fine dust. But otherwise there has been no change for four billion years. Dr. Fred Whipple, director of the Smithsonian Astrophysical Observatory at Cambridge, Mass., believes that if a delicate spider web had been strung across the entrance to a shaded moon cave four billion years ago it might still be there unchanged today. Thus the moon would provide a high-vacuum, germ-free laboratory for Earth's scientists.

The moon looks today much as the earth did at the beginning of geologic time, before its atmosphere formed to provide a blanket of protection and before its winds and waters smoothed away the harshness of its features. Thus the moon, which was born as Earth's smaller twin, provides scientists with a fascinating subject for study—a fossil Earth.

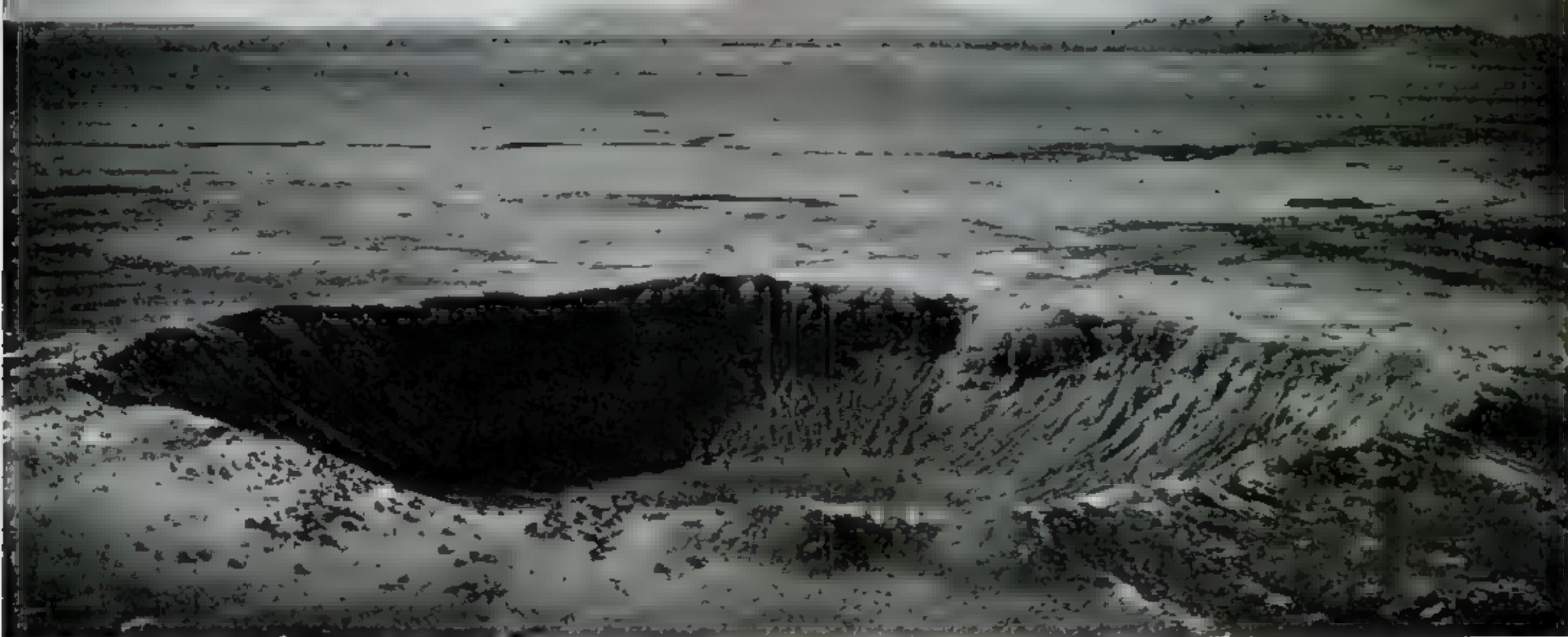


FORMATION OF LUNAR SEA occurred over four billion years ago when tiny planet 100 miles thick crashed through moon's crust, stirring molten interior into

Impressionist painter Claude Monet's "The Great Bells" and the
contested Acrostic poem to the memory of the exiled poet John Keats.



LANDMARKS on the moon, many having Latin names, are labeled in English. Picture shows almost all areas seen from Earth.



MOONLIKE CRATER in Arizona was formed when a giant meteorite hit it—as so many hit the moon in its early days when it was much closer to the earth.

As it moved away it passed through a belt of meteorites and asteroids which pelted its surface for millions of years, destroying themselves in the process.

LANDSCAPE OF CRATERS AND DRY SEAS SCARRED BY ANCIENT COLLISIONS

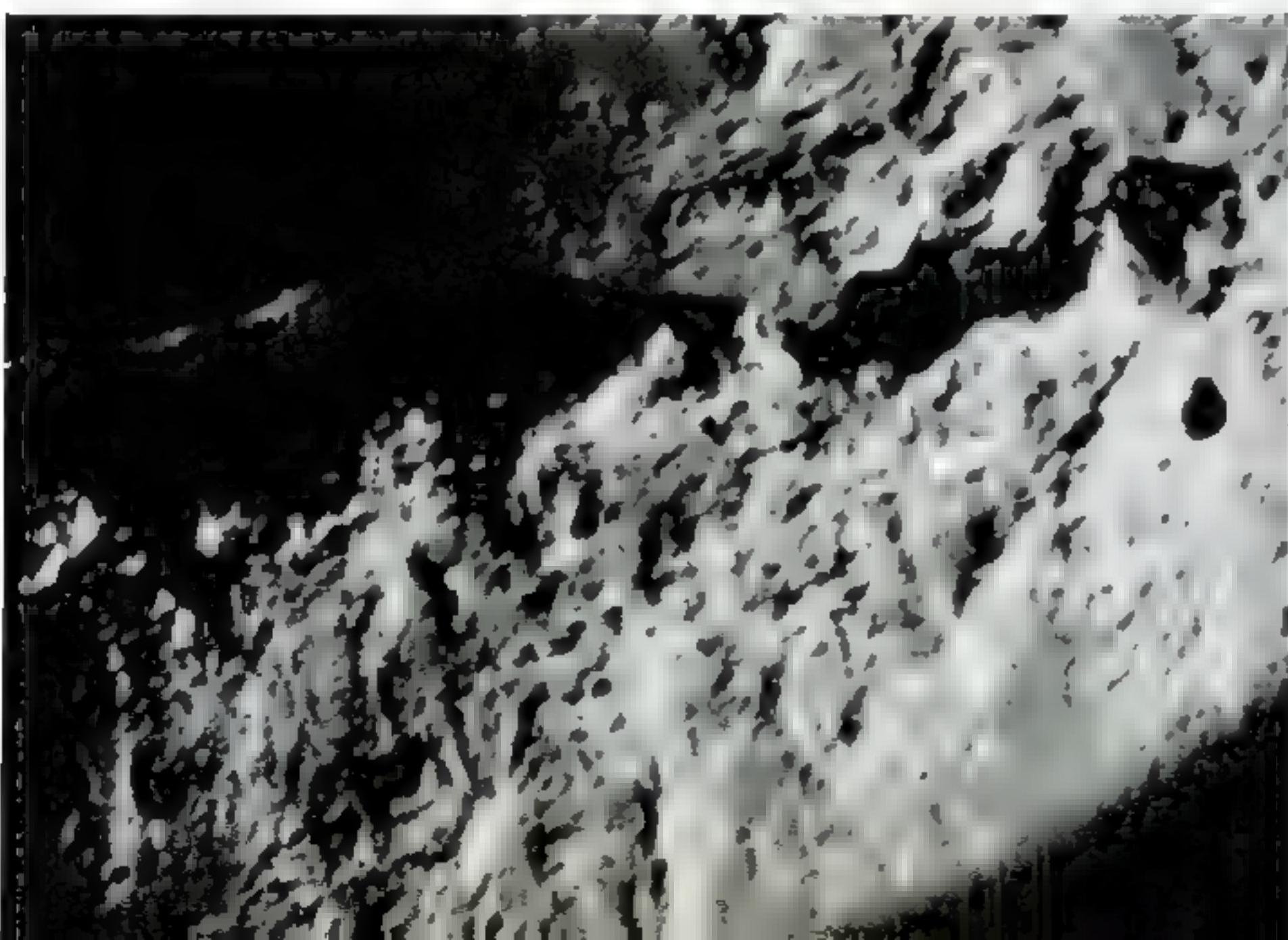
Because the moon takes the same amount of time (29 $\frac{1}{2}$ days) to rotate once on its axis as it takes to make an orbit around the earth, it always turns the same face (*opposite page*) to the earth. Since it wobbles slightly in its 2,280-mph orbit, astronomers can see, over a period of a year, an additional 9% of its maimed and mutilated surface. The far side of the moon actually gets its full share of sunlight. When instruments, and eventually men, get around to the other side of the moon, scientists expect to find it similar to the side they know.

The seven million square miles of visible moon are covered with an assortment of lunar landmarks, souvenirs of bygone violence. Most distinctive are the dry seas of lava that make up the face of the Man in the Moon. The face appears upside down in the telescopic picture at bottom opposite, since the image is inverted by the telescope's lens. The Sea of Showers and Sea of Serenity are the eyes, the Sea of

Vapors is the nose, the Sea of Clouds is the mouth. These were formed over four billion years ago, when the moon and earth were young (about half a billion years old) and when the moon's interior was molten. Today it is thought to be cold and dead, although a Russian scientist recently said he saw signs of an eruption in one crater (*bottom, right*). Many scientists believe the crash which created the Sea of Showers (*top, opposite page*) was one of the most violent in our solar system's history.

There are some 30,000 craters on the moon. A few are shown in the photographs at right and below—part of a mammoth moon-mapping project done by the University of Manchester. Most of the craters are shallow, but some are four miles deep and big enough for Connecticut and New Hampshire to get lost in. Radiating out from some craters are rays of splashed-out material which stretch for 1,500 miles. The moon also has peaks higher than Everest.

TELESCOPIC VIEW SHOWS RIDGES ON RIM OF SEA OF SHOWERS AS IF FROM DISTANCE OF 200 MILES



CONTROVERSIAL CRATER Alphonsus (*bottom*) is where a Russian astronomer recently claimed he saw signs of volcanic activity. If true, the current belief that the moon is dead will have to be revised.



FABLED VOYAGES, BIZARRE FINDINGS OF LUNAR FICTION

The lunar journey which scientists are now attempting has been anticipated for ages by imaginative writers who have dreamed up bizarre ways to reach the moon and have populated the crater-pocked face of the Man in the Moon with a variety of fantastic creatures. A sampling of them is shown in this fanciful drawing by Boris Artzybasheff.

In the Second Century A.D., the Greek satirist Lucian of Samosata invented bald, bearded moon people (*lower left*) with stomach pouches

and removable eyes. Their airborne cavalry flew into battle wearing giant pea pods for helmets. Next right, emerging from the crater which forms the Man in the Moon's right eye are cave-dwelling sun worshipers dreamed up by Robert Paltoek, an English lawyer, in 1711. To their right is a motley lineup of former Earth residents - Adam and Eve, Nero, Napoleon and extinct animals - inspired by Ariosto's account in *Orlando Furioso* (1532) of beings who disappeared from Earth and showed up on the moon.



At lower right are moon characters out of British Bishop Francis Godwin's *The Man in the Moon* (1638). They got around by leaping up and running themselves along. Above them are winged folk created by Cyrano de Bergerac (1659). They shot birds by a method which simultaneously killed, plucked, roasted and seasoned them. To their left are English-speaking serpents, the creation of an unknown writer with the pen name Aratus (1793).

Above the serpent people are weird beasts

and tiny, winged people which the New York Sun reported in 1835 were seen through a giant telescope. The hoax was widely believed at the time. The grotesque insectlike creatures at upper left are out of H. G. Wells's *First Men in the Moon* (1901).

In the sky at upper right are vehicles used by science-fiction moon voyagers. They are, from left: Jules Verne's tramlike rocket (1870), which circled moon but did not land; the flaming horses which drew the chariot of Ariosto's

hero Orlando; the hand-operated flying machine in which Paltock's heroes accidentally fell to the moon; Bishop Godwin's space raft, borne by swanlike "gansas" and guided by a sail; the angel that carried the hero of George Fowler's *A Flight to the Moon* (1833) bottles of dew, which, as their contents were sucked up to the sun, carried Cyrano de Bergerac inward. At extreme upper right is the ball on which took Aratus' hero to the moon in exactly 17 days, six hours, two minutes, three seconds.

HOW THE MOON AFFECTS THE EARTH'S AFFAIRS

by ROBERT WALLACE

FOR thousands of years men have regarded the moon with reverence and suspicion, praising or cursing it for its influence on birth and death, pregnancy and menstruation, harvests, madness, rainfall, love, fishing, epilepsy and false fire alarms. But to the dry scientific mind the moon really has only two effects on earth: it reflects light on this planet from the sun and, through its gravitational pull, creates tides in the sea and on land.

The amount of light reflected by the moon, great as it may seem to poets, lovers and thieves, is actually very small. Full moonlight is only 1/600,000 as bright as full sunlight. The moon is a miserable reflector: the earth's surface is only 16 times that of the moon but

its cloudy atmosphere reflects 80 times more sunlight on the moon than the arid moon reflects on Earth.

But the gravitational attraction of the moon is much greater than is commonly supposed. As the earth turns, that part of it closest to the moon bulges ponderously upward. On the sea this bulge becomes an enormous and slow-moving wave hundreds of miles across. When the wave piles up on a coastline, high tide occurs there—while low tide occurs on other shores where the water has been pulled away.

But the pull of the moon does not affect water alone. The seemingly immovable dry land itself has tides. When the moon is directly over the center of the North American continent, for example, the land beneath the moon may be bulged upward as much as three or four inches.

The moon serves Earth as a reliable time-keeper. To many millions of people, including the Jews and Moslems, the rotation of the moon around the earth, which requires just over 29½ days, constitutes one month, 12 of which add up to a year of approximately 355 days, 10 days shorter than the solar year, the period in which the earth revolves around the sun. The

Jews reconcile their lunar year with the 365-day solar year by periodically slipping a 13-month leap year into their calendar. But the Moslems simply ignore the difference, and as a result their calendar keeps gaining on the Christian calendar. According to Islamic reckoning, 1,378 years have passed since Mohammed's famed flight from Mecca, but according to the Christian calendar only 1,336 years have elapsed. This difference, the sort of thing that causes wars to be fought and populations annihilated, may be still another effect of the moon on Earth.

If there are any other effects, no scientist will say so aloud. But there remains such a large, old and widespread body of folklore about the moon that somewhere beneath it may lie a few sparks of yet unknown truth. Folklore of even the silliest sort has sometimes proved to have a valid if misunderstood basis: the ancient practice of smearing wounds with nasty, moldy substances looked rather ridiculous until Sir Alexander Fleming discovered penicillin in one kind of nasty, moldy substance.

A great deal of lunar folklore concerns the light and dark patches on the moon's surface. Americans and most Europeans profess to see a man's face in these shadows, but in the Orient the figure is thought to be that of a hare. Scandinavian peasants believe they see the figures of a boy and girl carrying a bucket between them. The children are named Hjuki (pronounced Juki) and Bil from the Norse words *jukka* and *bila*, which mean "to increase" and "to dissolve." Each of the children is represented by a dark spot on the moon which seems to climb up as the moon waxes and to fall down when it wanes. Thus Juki and Bil—or, for the sake of euphony, Juki and Jil, or in English, Jack and Jill—go up the hill to fetch a pail of water (the moon is thought to control rainfall); then Jack falls down and breaks his crown and Jill comes tumbling after.

In many cultures the moon is a god or goddess. It was worshiped by the Phoenicians and the Chaldeans, the Greeks and the Egyptians, and is still worshiped by primitive people in Africa, Indonesia and Australia. There is little agreement as to whether the moon is male or female. In the French and Italian languages its gender is female; in German, male. Rumanian peasants believed that the moon was female, that the sun was her brother and that

the sun had a violent, incestuous passion for her which so frightened her that she could only go out at night when he was not around. The Khasian tribesmen of the Himalayas believe the moon is male and that every month he develops a craving for his mother-in-law. This irritates her, so she throws ashes in his face—which accounts for his spots. People in Greenland also believe that the moon is male and that he will impregnate women who sleep in the moonlight.

Whatever figure may be seen in the moon and whatever its divine or sexual denomination, the moon is widely believed to have a direct and powerful influence on the affairs of all living things on earth. At the root of this notion lies the fact that the moon appears to grow larger and smaller according to the way in which the sun's light strikes it. Since prehistoric times men have seen a connection between this waxing and waning and life on this planet: as the moon grows fat, all life similarly flourishes; as the moon dwindles, living things shrivel and die.

Thus it is believed that the proper time to plant seeds, or for men and animals to be born, is during a waxing moon that will provide a sympathetic burst of energy. In New Guinea, Africa, Bolivia and Brazil, women hold up their newborn children to the waxing moon so that they may grow rapidly and well. The proper time to fell trees is during a waning moon, when the trees are losing vitality, yield more readily to the ax and dry out faster. It is also proper to cut hair, nails or corns during a waning moon: otherwise they will quickly grow again. In an apparent reversal of this principle the Roman Emperor Tiberius used to have his hair cut during the waxing moon, but the presumption is that Tiberius was bald and felt that his sparse hair needed all the help it could get.

The lunar cycle

THROUGHOUT the world men have seen—and still see—a connection between the lunar cycle and the menstrual cycle of women. Both phenomena require about the same length of time, a coincidence which suggested to primitive men that there was a causal relationship too. The modern scientist finds this as ridiculous as did the character in Joyce's *Ulysses*, who inquired, "If women's periods are lunar, why don't they all menstruate at once?" But not all scientists find it ridiculous. Charles Darwin, for one, did not.

In a footnote to the *Descent of Man*, Darwin advanced a remarkable suggestion that has never been adequately explored. In his theory of evolution he had conjectured that animal life began in the sea and that fish or fishlike creatures, after ages of living in the tidal margins of the sea, moved up onto the land, grew legs, began to walk upright—and eventually: Queen Victoria. Now he asked: if the ancestors of man did live for ages in tidal shallows, might not certain automatic rhythms have been established in them? It is a fact that shore-dwelling creatures observed today do have such rhythms. Covered by the high tide, exposed by the low, they constantly make fundamental adjustments in their bodily state.

Of course, the rhythms of tidal life cover



OLD MOON GODDESS

tide occurs on other shores where the water has been pulled away.

But the pull of the moon does not affect water alone. The seemingly immovable dry land itself has tides. When the moon is directly over the center of the North American continent, for example, the land beneath the moon may be bulged upward as much as three or four inches.

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HIGH TIDE BUOYS SHIP IN THE BAY OF FUNDY



AT LOW TIDE, THE WATER LEVEL DROPS 50 FEET





MOON MADNESS is the subject of 17th Century French engraving of lunatics dancing in square.



MOON MYTHS often become nursery rhymes. At left: cow jumps over moon. In center: Mother Goose



dusts off the moon (a sign of snow soon). Jack and Jill (right) were once legendary moon children.

only hours instead of the 28-day lunar or menstrual period. But there is also a longer rhythm in the tides, caused by the sun's gravitational pull. Twice each month, at new and full moon, the sun and moon are lined up one behind the other in the sky, pulling together. In this conjunction they produce a super, or spring, tide. The spring tide that occurs at full moon is stronger than the spring tide that occurs at new moon. Once every 28 days, therefore, there is a powerful pulse in the sea that may—but only possibly—be echoed down across millions of years in the human body.

Havelock Ellis, the British authority on sex, suggested that menstruation has some lunar connection but not through the tides. His notion was that primitive humans were sexually stimulated, en masse, by the light of the full moon, and that bodily rhythms were thus established. But here, too, the question raised by the character in *Ulysses* is difficult to answer. It is true that the sexual activities of certain other creatures—the sea urchins of the Red Sea, the palolo worms of Samoa and Fiji, and the grunion fish of the California coast—seem to be somehow related to the moon. With undeviating regularity these marine creatures spawn at certain phases of the moon. Experiments have shown that it is not the light of the moon that stimulates them, nor the tidal motion of the water, nor any force that man has yet discovered. They simply spawn at certain moon phases as though they were equipped with mysterious internal clocks. There may not be any connection between the moon and the spawning, but the puzzle has fascinated many a biologist.

The moon has long been thought to have great influence on the mind as well as the body, as the word "lunacy" suggests. The idea that the moon, particularly the full moon, causes madness is extremely old and widespread and has been accepted by many eminent men. Sir William Blackstone, the patron saint of Anglo-American law, set it down thus: "A man who is a lunatic or *non compos mentis* is one who hath understanding, but by disease, grief or other accident, hath lost the use of his reason. A lunatic is indeed properly one that hath lucid intervals, sometimes enjoying his senses and sometimes not, and that frequently depending upon the change of the moon."

This extraordinary notion has persisted into the 20th Century. In the 1930s there was a celebrated case in Philadelphia which the United Press described as follows: "Else Flothmeier, beautiful 22-year-old daughter of a Lutheran clergyman, whose nude body was found lying

face downward on the floor of a deserted forest shack late yesterday, died of exposure after having been driven insane by the rays of a full moon, according to a theory advanced today by a prominent Philadelphia psychologist.

"The hypothesis of "moon madness," Dr. Thaddeus Bolton, head of the Psychology Department at Temple University, declared, "has long been accepted by psychiatrists, and the moon is known to have a serious effect on the minds of persons afflicted with nervous disorders. . . ."

A popular misconception

PSYCHIATRISTS do not actually accept such a theory, nor do other reputable scientists. But the theory has wide popularity nonetheless, particularly among people who are obliged to deal constantly with the vagaries of human nature. Elderly policemen who have walked their beats during many full moons give credence to it. They believe they notice an increase in screwball behavior at such times.



ELSE FLOTHEIMER

There seem to be more drunks abroad, more ridiculous quarrels, more false fire alarms, more wife-beatings. Taxidrivers, bartenders and attendants in mental institutions think they observe more agitation among their customers or wards during the full moon. Almost beyond doubt, the idea is false.

Perhaps the policemen, bartenders and cab drivers expect to see more erratic behavior under the full moon, and consequently do.

But although the concept of "moon madness" has no scientific standing, the possibility does exist that the moon may affect life in other ways.

In 1935 Professors H. S. Burr and F.S.C. Northrop of Yale advanced an "electrodynamical theory of life," the principle of which is that all living creatures consist of electrified particles which both affect and are affected by the complex electrical fields in which they exist. In studying the electrical potentials within living organisms, Dr. Burr attached electrodes to the bark of maple, oak and elm trees and subsequently observed that there were rhythmic fortnightly variations, increases in electrical potential, which coincided with the periods of new and full moon.

Following Drs. Burr and Northrop, Dr. Leonard J. Ravitz for some years has been measuring the electric potential in human subjects at Yale, at Duke University and as a Veterans Administration physician. He has made many thousands of measurements of normal and abnormal subjects and finds that human beings also have a fortnightly electrical rhythm which often coincides with lunar phases. This rhythm also coincides with swings in the moods of the subjects, with feelings of ill- or well-being, with behavior in general. Of course, the subjects also appear to have other rhythms of longer or shorter periodicity, related to such things as the hour of the day or the season of the year, and even the "lunar" rhythms themselves seem to be conditioned by month, season, year, sex and age. Nonetheless, some relationship apparently does exist between these rhythms and the phases of the moon. It may be merely coincidental, but it appears to be constant.

The fascinating potential of Dr. Ravitz' studies is that they may lead to a means of predicting human behavior. Once all of a subject's rhythms—hourly, daily, lunar, seasonal, yearly—have been determined by electrical measurement, it may be possible to forecast with some accuracy that he will be efficient or inefficient, consistent or erratic, lucid or lunatic, at a given time in the future. The value of such a means of prediction in psychiatry, in industry, the arts—indeed, in every human activity—would be incalculable.

Of all the strange and ancient beliefs about the moon, probably 99% are erroneous. But somewhere in the remaining 1% may lie truths beyond surmise.

DEVICE CHARTS A PLANT'S ELECTRICAL RHYTHMS



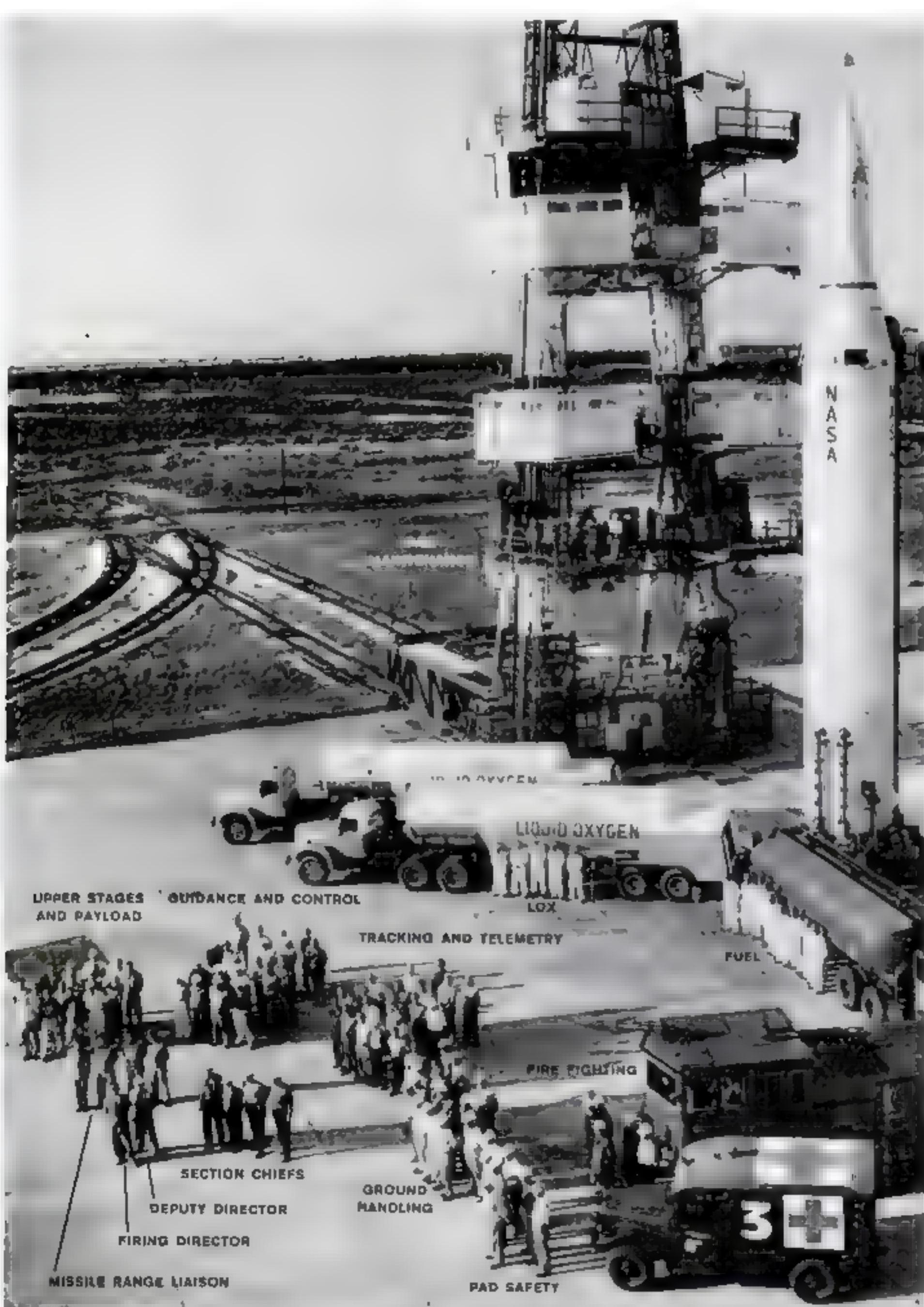
WHAT IT TAKES TO TRY FOR THE MOON

Hurling any object as far as the cold and gleaming face of Earth's original satellite calls for an enormous, complicated webwork of daring, technological skill, old-fashioned sweat and just plain luck. A good example of the importance of all these elements was last week's firing of Juno II, the first Army—and fourth U.S.—attempt to shoot the moon.

For eight months scientists at Caltech's Jet Propulsion Laboratory (generally referred to as JPL) and the Army Ballistic Missile Agency in Huntsville, Ala., had labored on their 60-ton, four-stage rocket. It consisted of an Army IRBM Jupiter modified to hold extra liquid fuel and surmounted by 15 JPL solid-fuel rockets.

Within its tip sat the tiny JPL payload—a gold-coated 13-pound instrument package.

On the pad at Cape Canaveral the 133-man launching crew (*below*) checked and rechecked the state of Juno II's innards. Finally, fueled and tuned, it lifted off into the night. After the payload had climbed some 65,000 miles, Earth's gravity overcame its momentum—the first rocket stage had stopped burning 3.7 seconds too soon. Less than a third of the way to the moon it fell back to Earth. Once more the moon had proved outside the grasp of man. But man would keep on reaching. Last week, undaunted, the scientists laid plans for another shot at the moon and all its marvels.



PERSONNEL NEEDED to fire the moon probe grouped at launching site in front of Juno II and its service tower consists of several highly coordinated crews whose functions are here labeled. The men responsible for the missile's upper stages and its space-probe payload are JPL engineers. The firemen

and the pad safety, pad maintenance and flying crews work for Pan American World Airways, which under contract with the Air Force, handle all the housekeeping chores for the missile range. Everyone else in the picture—including the firing directors and section chiefs—works for the Army.



THE PAD CHIEF, Andrew Pickett, conducts the final inspection before atom is cleared for launch.





THE BRAIN TRUSTERS who run project: Army's Dr. Wernher von Braun and his JPL counterpart, Dr. William Pickering, discuss a cutaway model of payload.



THE LUCK FACTOR in rocket shoots is acknowledged by Dr. Kurt H. Debus, the Army's firing director, who inscribes "Good Luck" on frost-covered Missile.





When you care enough to send the very best

 **Hallmark**
Cards

IT'S A LUCKY DOG THAT OWNS A MASTER IN THE CITY



CAMARADERIE AMONG OWNERS ATTRACTS TO CARL SCHURZ PARK NEW YORKERS WHO KNOW EACH OTHER ONLY AS INKY'S FATHER OR BUCKY'S MOTHER

Safe from rural perils, hounds are happier and healthier in town than out

by NATHANIEL BENCHLEY

POPULAR belief has it that women, children and dogs are all better off living in the country than in the city. This may possibly be true for women and children, but it is not true for dogs. There are now some 300,000 lucky dogs in New York, 15,000 in Boston, 45,000 in Chicago and at least 225,000 in Los Angeles. This is a good sign, for it indicates growing recognition of the fact that the city is a better, safer, happier place to keep a dog than the perilous country.

The country dog is, of course, free to roam. So what happens? He is shot at, run over, poisoned or mangled by some bigger dog—accidents that seldom befall his more strictly looked-after cousins in the city. A country dog is too often tempted into chicken-chasing and cow-hacking, which does not endear him to the public in general or neighbors in particular, and which can get him into serious trouble.

The city is not only a safer but also a healthier place for dogs. In his book, *How to Raise a Dog in the City and in the Suburbs*, Dr.

James R. Kinney, a prominent veterinarian, says city dogs get sick less often than country dogs and live two to three years longer. The reason is that no one would take on the responsibility of owning a dog in the city unless he were a genuine dog lover to begin with. He is therefore more likely to take good care of his pet.

The city man's best friend has a multitude of organizations ready to serve him. The New York City classified telephone directory, for example, lists 42 dog-and-cat furnishers (toys, leashes, beds, blankets, muzzles, sweaters, bootees, dishes, collars, coats, etc.), 43 dog-and-cat hospitals, 72 dog kennels, 29 dog plucking and clipping establishments and three pet cemeteries or crematoriums. All these represent about \$10 million worth of backing.

Perhaps because of all this care and support the city dog is generally well behaved and law abiding. Of the 25,000 dog-bite victims recorded by the New York City Department of Health last

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Toys a bit battered? Even kids can spruce 'em up in a jiffy with Krylon. Perfect for trains, Christmas tree stands.



Look festive with a few sprays of fast-drying Krylon. Ideal for outdoor and indoor decorations and ornaments.



Christmas trees take on an extra-special glow when sprayed with Krylon (try gold, silver, white). Great for tree trimmings, gift wrappings.

Perfect painting the "PUSH BUTTON" way

21 Decorator Colors, Crystal-Clear, Varnish Sprays

DRIES IN MINUTES!

IF YOU PRIZE IT... KRYLON-IZE IT!



EXERCISING THE AUTHOR. Benchley's boxer Tuck races along 91st Street. Benchley acquired Tuck 10 years ago when dog was six months old.

CITY DOGS CONTINUED

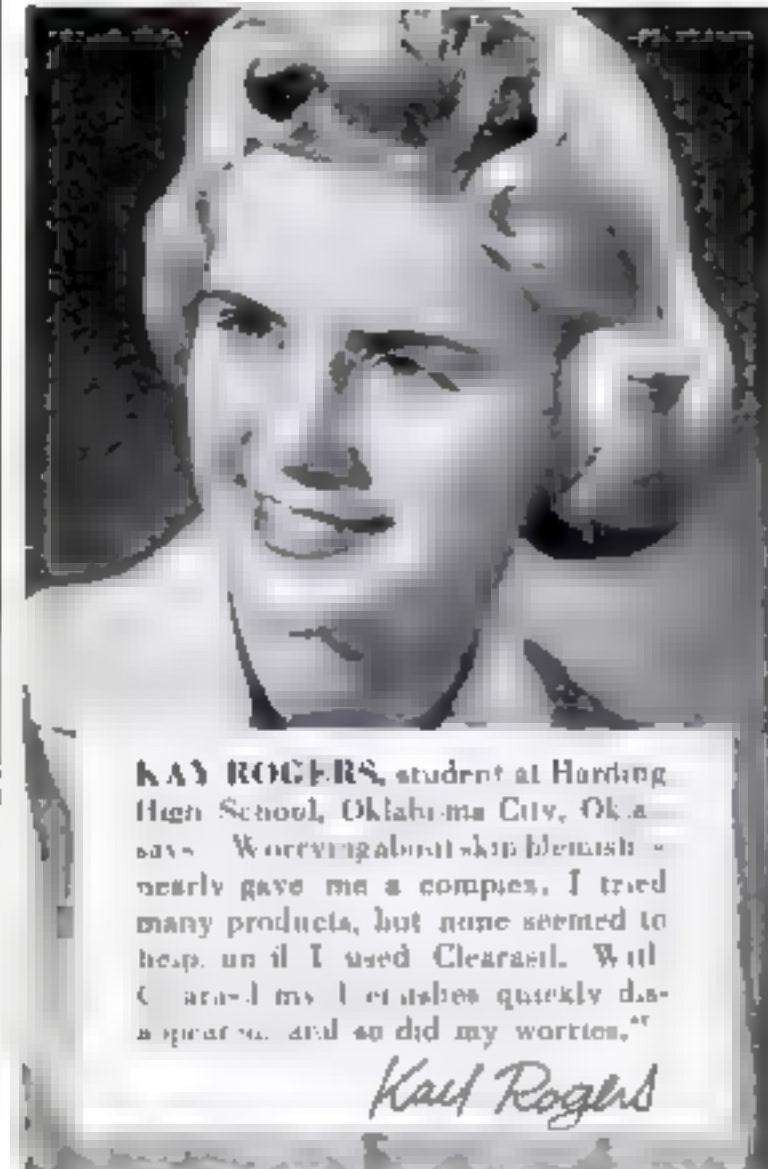
year, only 50 of those fanged felts injured enough to demand legal redress. All in all, crime among city dogs is considerably less than crime among city people and a great deal less than crime among country dogs.

None of this should be construed to mean that all city people are equipped to have dogs, or that all dogs would be better off if kept inside the city limits. There was the case, for instance, of a toy poodle named Pierre Seiferheld, whose frustration at living in the city finally drove him to a nervous breakdown. The first signs that Pierre was disturbed came when he started walking on three legs, holding onto one front paw with his teeth. When he had mastered the trick of running across the room with a front paw in his mouth, he started trying it with a rear paw instead. In a short while he was hopelessly unstrung and had to be sent away.

As for the city people who should not have dogs, there is a small, gray-haired woman with bangs, a beret and spangle-rimmed glasses, who walks—or is walked by—an Irish setter named Mickey, a beast only slightly smaller than Man o' War. Whenever another dog appears on the block Mickey plunges toward him, barking wildly. The woman leaps for a tree or lamppost and takes a turn around it with the leash, then braces her feet and holds on, panting, while Mickey thrashes and bellows at the end of his chain. If she were ever caught without a brace, Mickey would zip her across town in a twinkling. Clearly this woman should either get a dog nearer her own size, or hire a man to walk Mickey.

It is animals like Mickey that give city dogs a bad name, although what Mickey would be like if let loose in the country is hideous to contemplate. And it must be admitted at this point

CONTINUED



KAY ROGERS, student at Harding High School, Oklahoma City, Okla., says: "Worrying about skin blemishes nearly gave me a complex. I tried many products, but none seemed to help until I used Clearasil. With Clearasil my blemishes quickly disappeared, and so did my worries."

Kay Rogers

SCIENTIFIC CLEARASIL MEDICATION

'STARVES' PIMPLES

SKIN-COLORED. Hides pimples while it works

CLEARASIL is the new-type scientific medication especially for pimples. In tubes or new squeeze-bottle lotion, CLEARASIL gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it really works.

HOW CLEARASIL WORKS FAST

1. Penetrates pimples. 'Keratolytic' action softens, dissolves affected skin tissue so medications can penetrate. Encourages quick growth of healthy, smooth skin!
2. Stops bacteria. Antiseptic action stops growth of the bacteria that can cause and spread pimples—helps prevent further pimple outbreaks!
3. 'Starves' pimples. Oil-absorbing action 'starves' pimples . . . dries up, helps remove excess oils that 'feed' pimples . . . works fast to clear pimples!

'Floats' Out Blackheads. CLEARASIL softens and loosens blackheads so they float out with normal washing.

Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL (either lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion squeeze-bottle only \$1.25 (no fed. tax). Money-back guarantee. At all drug counters.

SPECIAL OFFER: For 2 weeks' supply of CLEARASIL read name, address and 15¢ to Box 9-HC (for Tube) or Box 9-HD (for Lotion), Eastco, Inc., White Plains, N.Y. Expires 2/15/59.

the New Great Profile is . . .

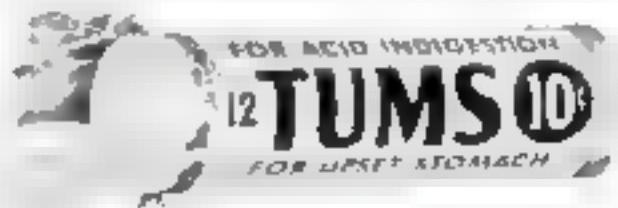
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The Fashion Gift of the Year

CHRISTMAS NYLONS WITH A HINT OF A TINT

Smart Santas give them because smart women love them—the new nylons with a hint of a tint. Just ask your sales-girl which shades will make the most exciting fashion gift. There's a rainbow for your choosing—everything from pale

shades to beautifying blacks—in different sheers for different times of day. She'll love their femininity, their flattery, their costume-making magic. And you'll love this way of saying "Merry Christmas and a Happy-Hued Year."



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RED CAP ALE

CARLING

A most unusual ale!



Good Cheer . . . If you've set your cap for a happy holiday, count Red Cap in on the fun! That hearty, robust flavor will add sparkle to the season's pleasures! Matter of fact, why not get some Red Cap today?



PROFESSIONAL DOG WALKER Mary Jane Lane of New York provides special services for city owners, charging varying fees. She also sits with dogs.

CITY DOGS CONTINUED

that there are certain drawbacks to urban dog-owning—which implies dog-walking—that might as well be faced. Almost all the drawbacks, of course, can be met by the ingenious dog-owner.

First among the drawbacks is the matter of the weather. Dog-walking in the rain is simply an unpleasant chore that both man and beast get done with as soon as possible. But during the winter, when the sidewalks are covered either with ice or with the rock salt that is put down to melt the ice, dog-walking can be downright dangerous. A determined dog on an icy sidewalk can spill his walker almost at will, simply by lunging suddenly in an unexpected direction, and the human hip is not constructed to take some of the jarring crashes that result. And the rock salt, while melting the ice and making the going somewhat safer, invariably gets between the pads of the dog's feet. The dog licks out the salt and as a result becomes sick, usually just after returning home from his walk. The only way to avoid the rock salt menace is either to walk the dog in the street itself, which is ankle-deep in slush, or along the tops of the snowdrifts, which is sheer madness. In either case, nobody is the winner, and the dog-walker is left with the alternative of picking the rock salt out of the dog's pads as soon as the dog starts to limp, which is about every half block. It can make for a long afternoon.

Another peril lies in the fact that some people, mistakenly or not, react badly to dogs. Doormen, for instance, hate dogs because their job includes responsibility for the area in front of their buildings, and it is small wonder that some of them occasionally lose their tempers and rush screaming after a dog-walker, shouting all manner of insults and calling loudly for the police. This is especially true if the dog-walker is dressed in a casual or slovenly manner. Doormen are great judges of class, but only on the basis of clothes, so the best way to remain immune to their insults while dog-walking is to wear a bowler hat and carry a furred umbrella.

With the police, of course, the bowler dodge is not so effective. This is especially true in New York, whose policemen are empowered to issue a summons to anyone who is negligent in the restraint of his dog. Furthermore, the New York culprit is not permitted to pay his fine by mail. He must go to the specified Magistrates' Court, be herded about with the other petty offenders—most of whom are up for one violation or another of the Sanitary Code and many of whom are living, quivering violations of the Code in themselves—and then take his turn in front of the judge. If for any reason he pleads not guilty, a date is set at which his case will be taken to trial; a guilty plea will net him a fine of

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Air Parcel Post speeds your Christmas gifts coast to coast overnight . . . overseas in hours. And it frequently costs you less than First Class Mail! For example, 2 lbs. rush from Chicago to New York (724 miles) for only \$1.26 via Air Parcel Post . . . by First Class Mail, it would be \$1.28. Just mail your gifts from your nearby Post Office or have the department store do it for you. May be sent Registered, Insured or Special Delivery.

TWO POUND WEIGHT RESTRICTION ON APO-FPO PACKAGES LIFTED!

You may now fly up to 70 lbs. to servicemen overseas . . . for domestic rates! Air Parcel Post is Air Mail at lower rates and gets priority handling all the way!

Published by the Scheduled Airlines as a public service for the U.S. Post Office.



Gift to be treasured

Arrow

**BLACKBERRY FLAVORED
BRANDY**

Give the new Arrow Gold 'n' Satin Decanter! It adds distinction to a perennial favorite . . . Arrow Blackberry Flavored Brandy. Here is an impressive decanter of lasting decorative value, filled with rich, luscious blackberry tastiness . . . a constant reminder of the thoughtfulness that inspired the gift. Also available in regular bottle shown at right.

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN... 70 PROOF



UNWANTED SERVICE, the new \$500 dog comfort station built by New York City's Department of Sanitation is smoothly ignored by two passers-by.

CITY DOGS CONTINUED

anywhere from \$2 to \$25, depending on the mood of the judge and the magnitude of the offense. The fine is, however, a secondary matter. The real punishment lies in getting to the court, which always appears to have been selected for its inaccessibility, and the general tedium of waiting in the crowded courtroom, unable to smoke or even read, until the case is called. Figures are unavailable, but it is a safe bet that there are very few second offenders in the dog-nuisance mob.

A somewhat visionary campaign was born—and died—early last spring when the New York City Department of Sanitation conceived the idea of opening a series of so-called "Dog Comfort Stations" with the intention of centralizing the outdoor activities of at least some of the city's dogs. A test station was built, costing \$500 and looking something like a small model of a cricket pavilion at Lord's. It was officially opened to the dog public, and it was, to almost nobody's surprise, a complete failure. The adage about leading a horse to water was reaffirmed as seldom before.

Apart from weather hazards and the occasional churlish behavior of some people, however, there are no serious drawbacks to dog-walking. There are, on the other hand, several distinct advantages to be gained, and the dog-owner who realizes them and makes the most of them can lead a fuller and richer life than he ever thought was possible.

It all hinges on the fact that, in spite of a minority dislike for dogs, most people are fond of them or, if the dog is a large one, are impressed by them. It therefore follows that a man with a dog is a man with a conversational wedge, and there are times when this is the indispensable factor. During World War II, for instance, a New York couple owned a large, blue-eyed sheep dog named Willie, which an Army friend of theirs used to borrow every time he came to town. This Army friend was a private, and not a particularly handsome one, and he had trouble getting dates until one day when he took Willie for a walk. In almost no time a young lady had stopped to admire and to pat Willie, and that was that. From then on he used Willie with increasing success as his technique improved, and he and Willie once scored the unprecedented coup of getting three telephone numbers from a group of people in front of a funeral parlor.

In the course of their subsequent wanderings, Willie became the only dog ever to reach a high floor of New York's Empire State Building, from which dogs are customarily barred. Not knowing about the ban, the Army man took Willie into the elevator



AD SAYS: New Ronson CFL...Closest, Fastest shaves ever possible...with the Lightest touch of all.

GODFREY: What's this CFL? Sounds like alphabet soup. All a man wants is a good shave and nothing gives it like a Ronson.

Godfrey takes Ronson apart

The slick phrase, the smart line in advertising just doesn't go with Arthur Godfrey. Immediately following his first shave with the new Ronson CFL Electric Shaver, the old master threw out the well-prepared, well-turned phrases and summed up the Ronson story with: "Best doggone shave I ever had!"

What else he said and how he said it is told in the following picture story...



AD SAYS: Only Ronson shaves so close... gets cutters closest to base of whiskers, thanks to its exclusive micro-thin shaving head.

GODFREY: The only head I care about is the one with my face on it. And nothing ever got closer to my face than a Ronson CFL Electric Shaver.



AD SAYS: Only Ronson shaves so fast... cuts 94% more beard with 1 stroke than the average of 4 other leading shavers tested.

GODFREY: Who cares about percentages? This baby gives me the best doggone shave I ever had.



AD SAYS: Only Ronson needs no pressure...when it's just touching your face it's shaving you clean.

GODFREY: By golly, why didn't they say that in the first place? That's the Ronson story in a nutshell.



AD SAYS: You couldn't find a better Christmas gift than a Ronson CFL Electric Shaver.

GODFREY: In other words, you couldn't find a better Christmas gift than a Ronson CFL Electric Shaver.

RONSON

*Maker of the World's Greatest Lighters,
Electric Shavers and Hair Dryers*

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LIGHT and
MILD as a cigarette
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The **BEST** of both rolled into one

Robt. Burns Cigarillos

You get a welcome change when you smoke a Robt. Burns Cigarillo because of a wonderful Robt. Burns discovery—Smooth Smoke* Binder Tobaccos. It's a new veinless form of tobacco made smoother to smoke milder.

That's why a Robt. Burns Cigarillo is so pleasant-tasting, so refreshingly mild. This very day, for a change of pace, try a Robt. Burns Cigarillo. Just 5¢ each... and in handy crush-proof five-packs.

*T.M. Gen. Cig. Co., Inc.



BRACE OF AFGHANS, one of which has to be kept muzzled, make protective companions for attractive dog owner out for stroll in midtown New York.

CITY DOGS CONTINUED

and told the operator he wanted to go to the roof. The operator said no dogs were allowed.

"He's got to go with me," said the Army man. "I need him." The operator shook his head. "No dogs allowed," he said.

"Listen," said the Army man. "You've heard of Seeing Eye dogs?"

The operator nodded, looking at the Army uniform and wondering if some secret government business were involved.

"Well, this is the same thing, only I'm deaf," said the private. "This dog hears for me."

"Oh," the operator said. "O.K." He closed the door and the elevator zoomed upward, and it had reached the 35th floor before he realized what had happened. By that time it was too late to stop, so Willie went all the way.

Conversely, just as Willie helped the Army man to meet young ladies, so a dog being walked by a young lady will keep away any unwelcome strangers. They may stop and pat the dog and be charming, but they will not try anything more. A woman with a large dog on a leash is as safe from molestation as she would be in a Sherman tank, conceivably a little safer. Even small dogs are a deterrent to violence, if only because of the noise they might make. By the same token, an apartment that is known to have a dog in it is not likely to be entered by burglars, even though statistics prove that when burglars have entered, the dogs have usually turned out to be friendly and cooperative. The fact remains that prowlers tend to avoid dogs just on general principles. If two apartments contain equal loot but one of them has a dog, the dogless one will be robbed every time.

Another advantage is the camaraderie that exists among dog-owners. Friendships more lasting than the type the Army man sought have been known to develop between people who have met through their dogs. In the city's parks, where many people illegally let their dogs off the leash, one dog-owner will always tell another if any policemen have been spotted in the vicinity. There is a bond between them, a feeling that they know and possess something that other people do not, and they will band together against all Philistines, notably policemen, whenever the need arises. (In all fairness to policemen, it should be pointed out that a lot of them have dogs of their own and are therefore lenient and even understanding with



PH. L. SIEVEKS, STAR OF CBS TELEVISION

THE GIFT THAT LEAVES THEM BREATHLESS!

What liquor for your friends this year? That's easy! Give them *Smirnoff Vodka*. So much easier than guessing whether A prefers Scotch or Bourbon . . . or which is B's favorite brandy. For one vodka is the universal choice: smooth, flawless *Smirnoff*, finest beyond question—the *Vodka of Vodkas* by world consent. Give *Smirnoff*! It will leave them *breathless*!



Gift wrapped decanter
or regular bottle

Smirnoff
THE GREATEST NAME IN VODKA

80 AND 100 PROOF DISTILLED FROM GRAIN. STE PIERRE SMIRNOFF FLS (DIVISION OF HEUBLEIN), HARTFORD, CONN

Like Santa
himself...

Whitman's
CHOCOLATES

belong with
Christmas!



The Famous Sampler
—in 1, 2 3 and 5 lb. assortments



Miniature Assortment
Other fine assortments from \$1.39—specially decorated for Christmas



Devon Rose Assortment
Other fine assortments from \$1.39—specially decorated for Christmas

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

Wonderful gifts for
everyone on your Christmas list

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Better than aspirin
even with buffering for

TENSE NERVOUS HEADACHES



Nervous tension headaches need the special relief Anacin® gives. Here's why Anacin is better than aspirin, even with buffering added. Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven ingredients. Anacin acts to (1) relieve pain, (2) calm nerves — leave you relaxed, (3) fight depression . . . and Anacin Tablets do not upset the stomach. Buy Anacin today!

3 out of 4 doctors recommend
the ingredients of ANACIN



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Cough Syrup
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At your corner store or supermarket



SPECIAL SCHOOLING is made available to New York City dogs in classes conducted by the American Society for the Prevention of Cruelty to Animals.

CITY DOGS CONTINUED

dog-owners who violate minor rules. But from a distance all policemen look alike, and a dog-owner should regard them with suspicion until they have proven themselves worthy of trust.)

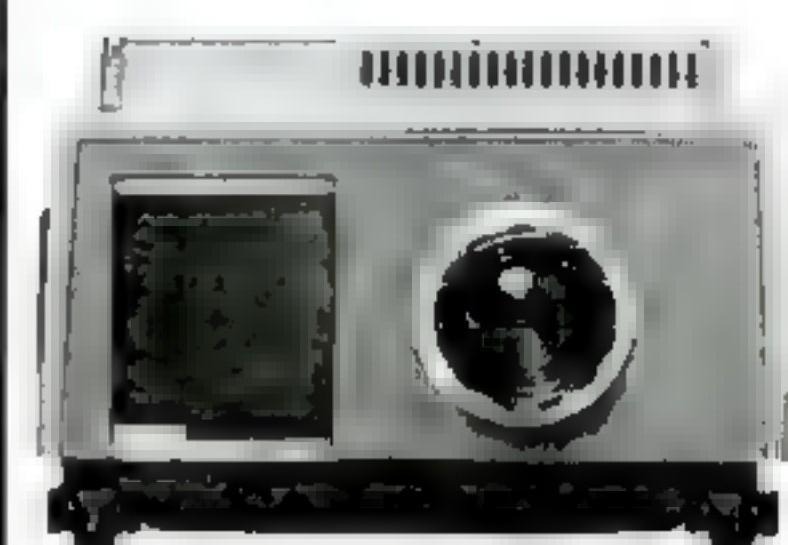
Probably one of the greatest examples of this camaraderie among dog-owners occurred several years ago. It involved the nature reporter on a city newspaper, a man with a great fondness for dogs. His wife had just been delivered of twins, in honor of which his friends had taken him to a saloon and each one had bought him a double Scotch. He was a man of many friends, and therefore of twice as many Scotches, and at one point in the evening he thought it might be wise to go outside and get a bit of air. There followed a blank period, after which he found himself walking in a small park, holding a leash at the other end of which was a totally strange Scottie. Puzzled, he continued to walk, hoping that the owner might appear and explain things. Presently, on a bench in the darkness ahead, he saw a young couple in deep and evidently very friendly conversation. When he reached them he paused, and the young man looked up and said, "How about going around once more, pal — O.K.?" So he obligingly continued walking the dog, this time very slowly. After two or three more times around, the young couple thanked him profusely and took the dog back, and he returned to the saloon, which was mercifully closed for the night.

But the primary advantage that urban dog-walkers enjoy is the fact that they are able to get an unhurried look at their city and see things they would never have seen from a bus or taxi, or even if they were walking at the usual city clip. It is impossible to walk a dog quickly, and the required leisurely pace enables the walker to study the buildings, the people and the streets, and even to explore new areas where he would otherwise have no reason to go. The rewards are nebulous but satisfying. There is great pleasure, for instance, in studying the seasonal changes in roof gardens or inspecting unusual kinds of houses. There are churchyards that appear to have remained unchanged for more than a century, there are areas in the parks where the city is invisible and a person can breathe the cool smell of the woods, and there are musty basement shops that sell things like wall sconces and fencing masks. The walker becomes an expert on the demolition of houses and the construction of new buildings. He learns how a concrete floor is poured and how an iron wrecking ball is used, and he could very probably operate a steam shovel if only he were given the chance. He knows that the mating season for pigeons is not necessarily confined to the spring, and he knows that commercial airliners blink their lights in the daytime. With a dog, his presence is accepted by people who might otherwise view him with suspicion or alarm, and he can stand for a long time in one spot without attracting any undue attention. He is, in short, a man with a certain amount of license (except with doormen and policemen), and he can make as much or as little of it as he sees fit.

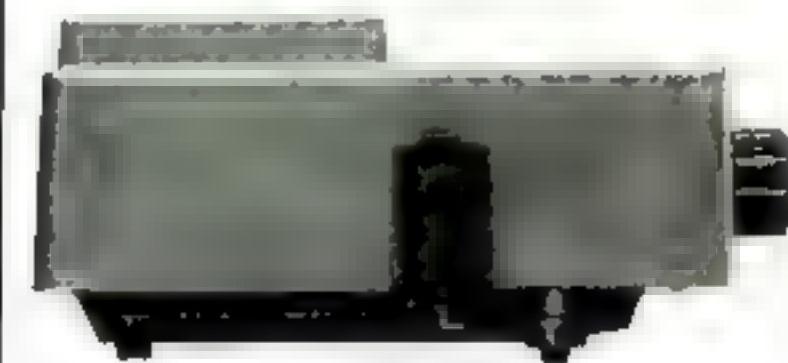
He can also speculate about his fellow dog-walkers, and although there are no hard and fast rules, there are some reasonable assumptions he can make about them:



any way you
look at it . . .
the new Argus
"SPECIAL"



color-slide
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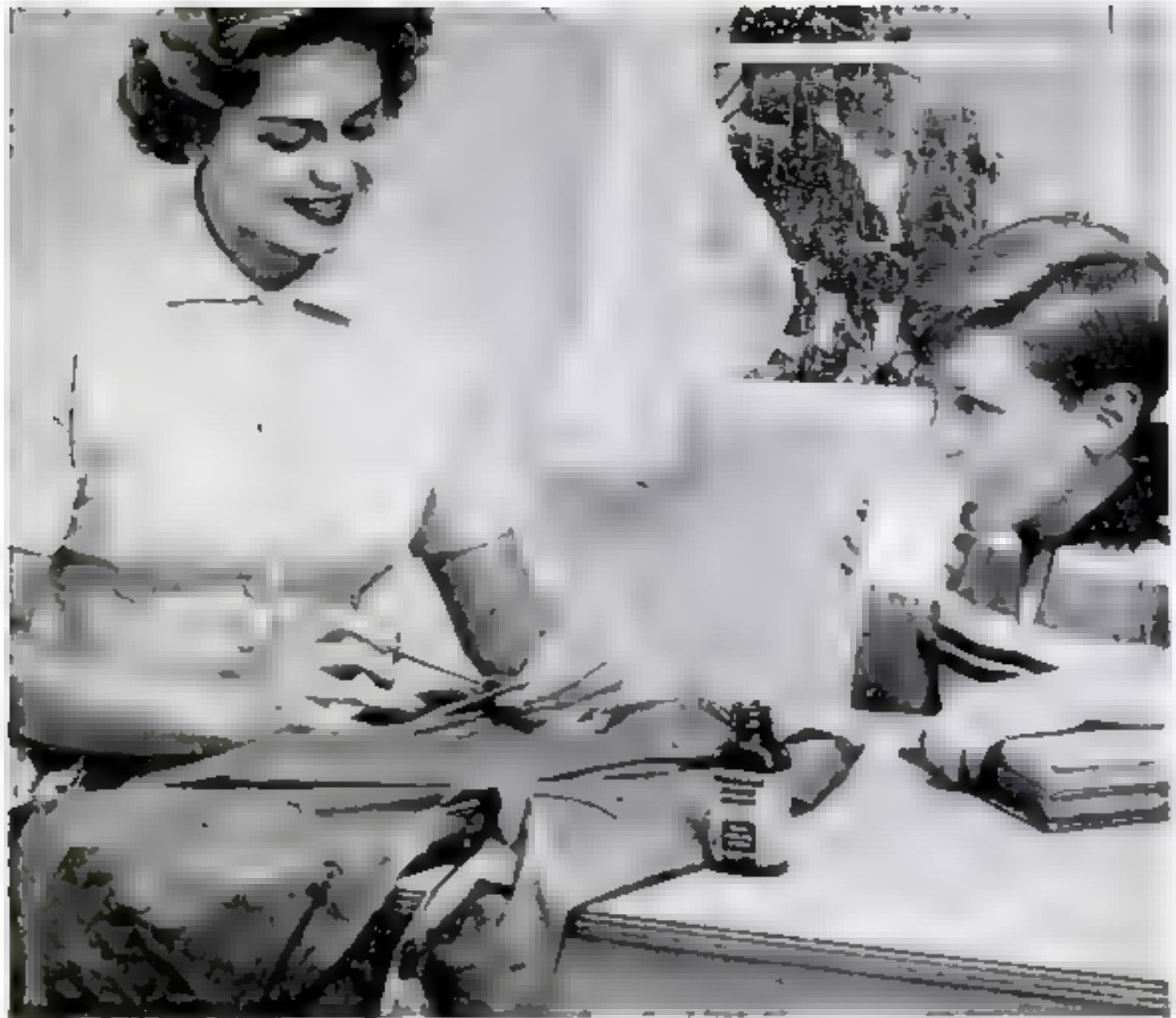
is your best
color-slide
projector buy!

PUSH-PULL CHANGER,
30-SLIDE MAGAZINE,
TRUE-TO-LIFE
COLOR PROJECTION.

\$29.95

argus

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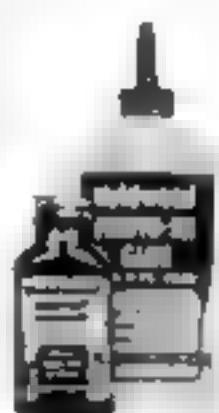
Repair a raincoat, too, with Weldwood Contact Cement

Weldwood Contact Cement bonds instantly, permanently on contact. Lets you mend rips in plastic rainwear easily—install wood paneling without nails—apply plastic laminates to counter tops. Bond is flexible, water-resistant. Ready-to-use liquid in bottles, cans. From 29¢.

Weldwood Presto-Set Glue repairs broken chairs, mounts photos in albums, glues most porous materials. It dries in a few minutes, is stainless, clean-working. Ideal for most household and workshop gluing needs. In tubes, jars, easy-to-use plastic squeeze bottles. From 19¢.

WELDWOOD® PRESTO-SET GLUE • CONTACT CEMENT

Products of UNITED STATES PLYWOOD CORPORATION—at hardware, paint, lumber dealers*



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WEAK...
“SNOWY”
TV PICTURES
usually mean**

YOU NEED A NEW ANTENNA

Don't blame your TV set for poor reception . . . check your antenna first. After 3 years, your antenna is probably overaged. Its original power has been lost due to corrosion and weather damage. But you can get "new set" picture clarity with the powerful Channel Master T-W. This ruggedly built antenna is the only one to use the "Traveling Wave" principle that electronically reinforces picture signals on all channels.

For the best reception on any TV set...

CHANNEL MASTER T-W

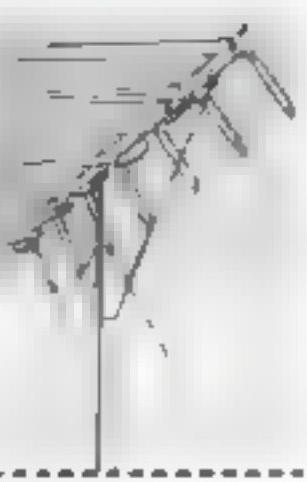
Pulls in clearer pictures in deep-fringe areas



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Kit—see if
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Channel Master Corp., Ellenville 55, New York
Please send me valuable TV Antenna Check-up Kit.
Enclosed is 10¢ to cover handling.

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CITY DOGS CONTINUED

- 1) Any man walking a Pekingese is married.
- 2) Any man walking a brace of poodles is probably not married.
- 3) Any man with a dog in a saloon is lonesome.
- 4) Any woman with a dog in a saloon is trouble.
- 5) Any woman with a dog in a restaurant lobby is waiting for someone who probably will not show up.
- 6) Any woman walking a dog at night is either unmarried, divorced or thinking of getting a divorce.

There are other assumptions, such as that a man who walks three dogs at once is not a heavy drinker, or that a woman with a bulldog owns more than one tweed suit and can sing tenor, but these are more open to exception and should not be the basis for any big-money bets. There is one broad generality which holds up almost without exception, and that is that small dogs will always attack large dogs—provided they are both tightly leashed and at least five feet apart. And, as a corollary to this, the owners of the small dogs will be proud of them for making so much noise.

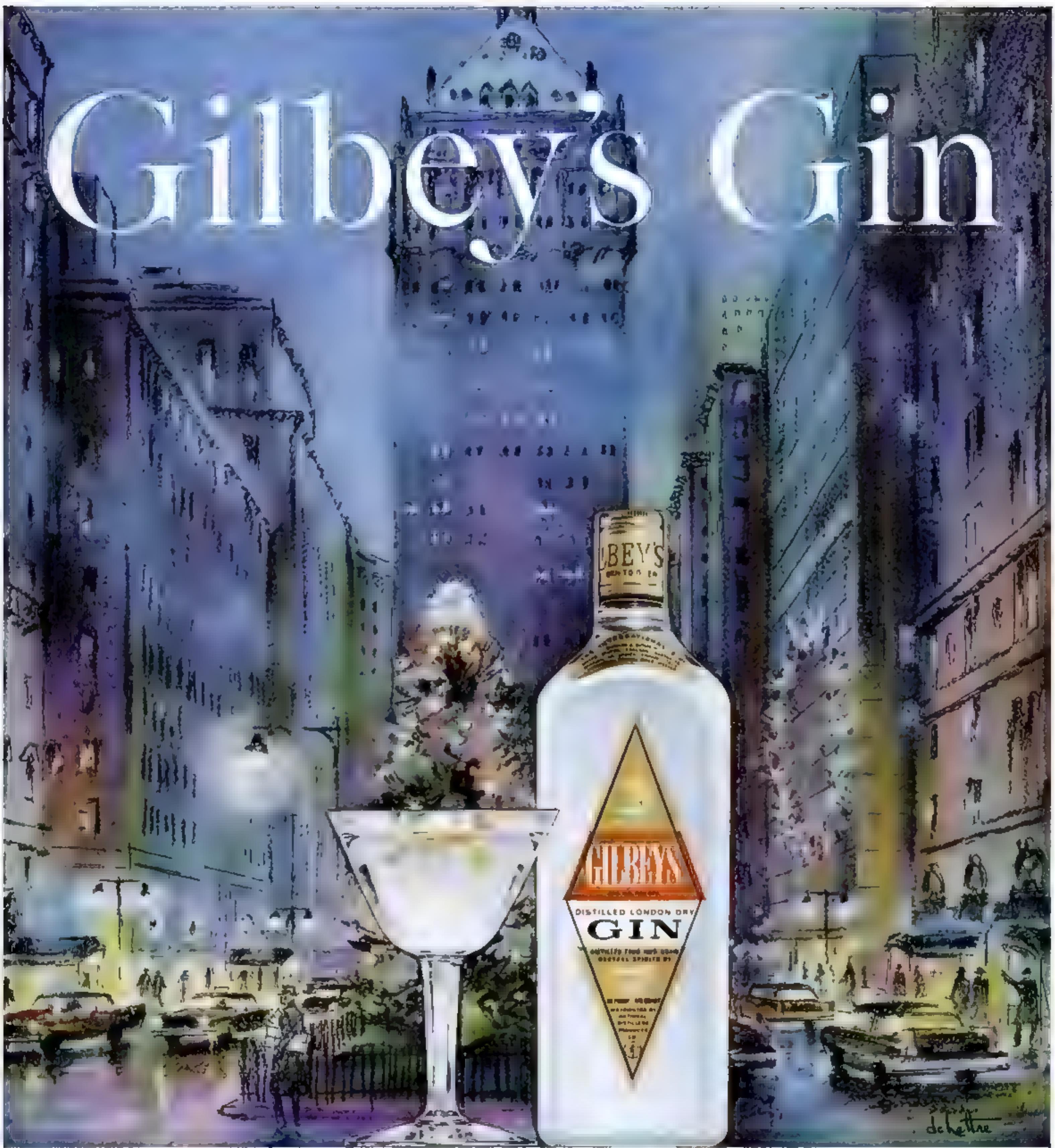
In the matter of small versus large dogs as ideal city pets, it is undeniable that the larger ones require more exercise. This can be a problem, but it can also be a challenge. That challenge has never been more ingeniously met than in the now legendary case of the City Man Who Thought He Had the Dog Exercise Problem Licked.

A friend of his with two great Danes and a house in the suburbs had gone away for a month, and had told him he could use the house provided he exercised the great Danes at least once a day. Not just aired them—exercised them, which meant a good long walk or the equivalent of a run through the fields. The man agreed, and for a few days he kept to his bargain. Then he discovered that whenever the telephone rang, the dogs would get in a frenzy of excitement and rush around the house until the phone stopped ringing. Being a city man, he decided that this was as good exercise for them as walking in the fresh air. He could, he reasoned, just as easily sit in a nearby tavern, dial the house, and then let the phone ring for five minutes while the dogs got their exercise indoors.

He did this several times and it seemed to work perfectly, except for the necessary straightening up of the furniture when he returned. Then the next-door neighbor, curious at the protracted ringing of the phone every time this man left, decided to try an experiment. He watched closely for a day or two. Then, when the man went out, the neighbor went across and through the unlocked kitchen door. The dogs were racing through the house, knocking things over right and left. The neighbor picked up the telephone and panted into it as hard and as fast as he could. There was a click at the other end, and within three minutes the man was back to take the dogs out. He walked them dutifully every day thereafter.



ENJOYING THE CITY as only dog-owners do, a lady and her poodle amble along New York's deserted Fifth Avenue in early hours of a Sunday morning



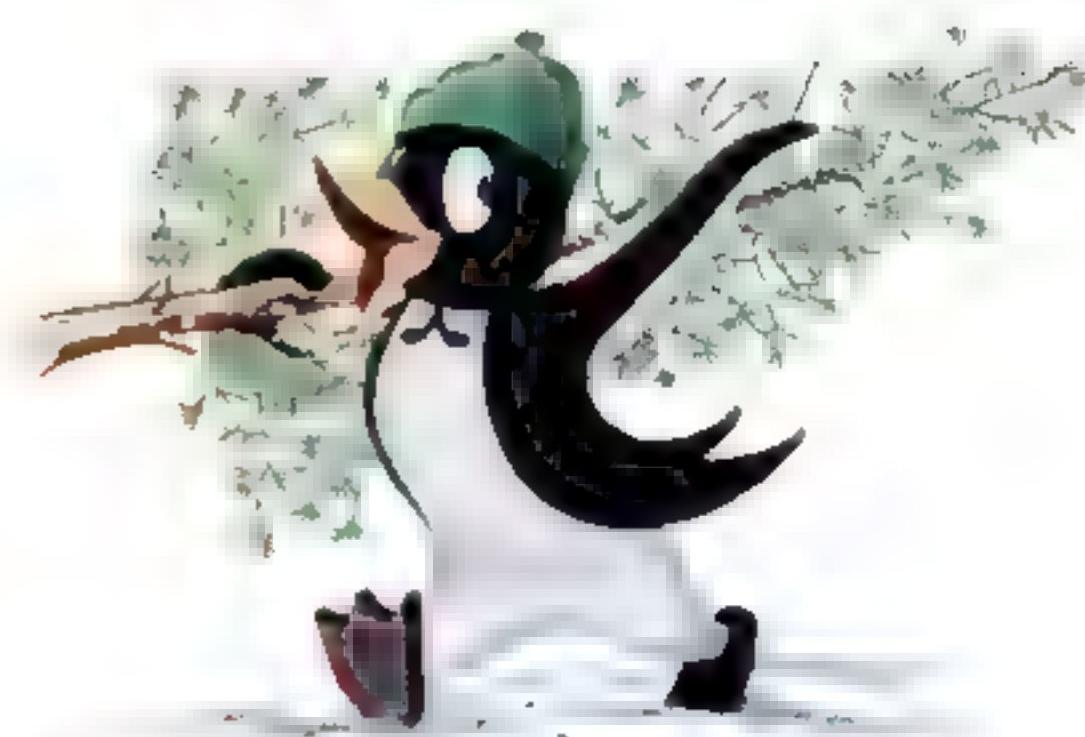
For holiday cheer...the world agrees on 'Gilbey's, please'!"

Among the bright delights of the season, you most surely will find Gilbey's Gin. This world-famous favorite with the century-old name has become traditional for holiday

drinks. Join in the holiday spirit, serve Gilbey's Gin and give Gilbey's Gin—the International Gin. *This year give holiday cheer...the thoughtful gift of perfect taste!*



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What a wonderful difference when you switch to Snow Fresh KOOL! At once your mouth feels clean and cool . . . your throat feels smoothed, refreshed!

Enjoy the most refreshing experience in smoking. Smoke KOOL . . . with mild, mild menthol . . . for a cleaner, fresher taste all through the day!



INAUGURAL FIREWORKS IN THE ZOCALO, THE MAIN SQUARE OF MEXICO CITY, CREATE AN ILLUSION THAT 17TH CENTURY CATHEDRAL HAS BEEN SET ABLAZE

Hail to the Chief, Mexican Style

Over Mexico City last week the night sky blazed hotly with fireworks set off to welcome into office a cool-headed new chief of state. President Adolfo López Mateos was being inaugurated five months after he won office in a landslide election. It was a popular victory and Mexico City celebrated with a day and night spree. Thousands turned out, threw arm-loads of confetti, capered to the music of marching bands and massed in the square outside the Palacio Nacional to cheer the handsome, young (48) president. Looking on were well-wishing delegates from 42 other nations, including John Foster Dulles of the U.S.

Taking office for a six-year term, López Mateos faced urgent problems of inflation and labor unrest. But, knowing the sound record he had made as secretary of labor, Mexicans heard with optimism the new president's inaugural promise to push on with a government-fostered boom which is rapidly changing the land of *mañana* into a modern industrial nation.

NEW PRESIDENT, WEARING SASH OF OFFICE, HALES CROWDS →





FACING HIS PEOPLE, President López Mateos (seen in profile, center) stands with members of his

new cabinet to review a congratulatory parade from a balcony near his offices in the Palacio Nacional.

The sign held up before the massed people in the left foreground says, "The Union of Workers—



MEXICAN PRESIDENT CONTINUED



the Ministry of Labor and Social Welfare devoutly salutes its friend and leader, Mr. President."



CHEERING THE PRESIDENT, a jovial group of women wave paper banners, some of which carry

López Mateos' portrait. They are in Mexico City's main square as the presidential procession passes.

Santagrams for the youngsters ahead of Christmas... greetings to the grownups for the big day itself... for New Year's, too... the message they'll keep is the one you telegraph. So convenient—just call Western Union and charge it.



P.S. and for the perfect gift
- a **Telegraphic Money Order**

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A RINGER FOR HIS FATHER

When David Miller, who lives in Denver, was a tiny baby he paid no attention to the smoke rings his father blew to amuse him. But when David was nine months old, Mr. Miller blew a big ring and David noticed it for the first time. Such a look of amazement

came over his face that Mrs. Miller ran and got the family camera. Then when Mr. Miller blew another one she got this picture of David with his mouth dropped open so far that it looked as though he had taken up the habit and mastered the ring-blowing art.



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